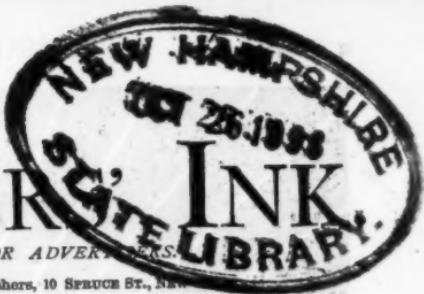


PRINTER'S INK

A JOURNAL FOR ADVERTISING.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.



VOL. XXV.

NEW YORK, OCTOBER 26, 1898.

NO. 4.

PHILADELPHIA'S PEACE JUBILEE

To-day, to-morrow and the next day celebrates the cessation of hostilities, and the city of America's earliest struggles fittingly honors our brave heroes of both land and sea.

*Every Day In the Year
Advertisers In*

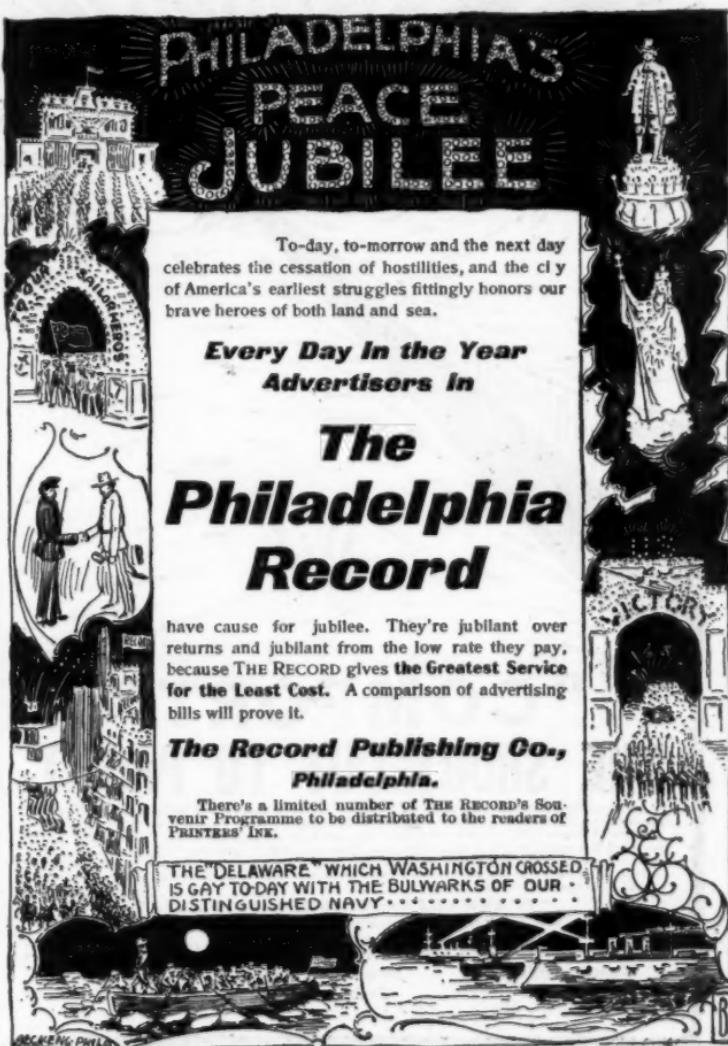
The *Philadelphia* Record

have cause for jubilee. They're jubilant over returns and jubilant from the low rate they pay, because THE RECORD gives the Greatest Service for the Least Cost. A comparison of advertising bills will prove it.

**The Record Publishing Co.,
Philadelphia.**

There's a limited number of THE RECORD's Souvenir Programme to be distributed to the readers of PRINTER'S INK.

THE "DELAWARE," WHICH WASHINGTON CROSSED,
IS GAY TO-DAY WITH THE BULWARKS OF OUR
DISTINGUISHED NAVY.





"COMFORT," THE SHORT CUT TO PROFIT.

One advertiser who has paid "COMFORT" over thirty-five thousand dollars in cash, says although he has used thousands of other papers, "Comfort" is the greatest paper of them all. On a keyed test they received 1,000 replies from "COMFORT" alone equalled the combined list of nearly two thousand other papers. While this applies to an extensive advertiser, other patrons who have used only two lines at a time have received over two thousand replies from one insertion. Therefore, whether you have a great or a small advertisement,

"IF YOU PUT IT IN 'COMFORT' IT PAYS."

For space and particulars apply to any Agent, or direct to the Home office.

W. H. GANNETT, Publisher, Incor., Augusta, Maine.

Boston Office:
John Hancock Bldg.

New York Office:
Tribune Bldg.

Chicago Office:
Marquette Bldg.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXV.

NEW YORK, OCTOBER 26, 1898.

No. 4

A GYMNASTIC CLUB.

HOW AN ORIGINAL ADVERTISER INTRODUCES HIS INVENTION.

The "Hercules" strong arm, advertising a new form of gymnastic club, is seen from time to time in the magazines at the top of a modest 28 lines—occasionally larger. The advertiser is Mr. Ralph R. Gibson. I found him at the top of the building, No. 16 South street, Boston, in the act of opening letters from a pile on the table at which he was seated.

"The manufacture of knit goods has been my business for twenty years,"

future. I know it's a good thing, because hundreds of responsible people tell me so, and because I've got my own muscle by its use."

To prove this Mr. Gibson placed a fifty-pound dumbbell on the table, sat in a chair at the side of the table and, using his elbow as a hinge, raised the bell through ninety degrees, so that his forearm was upright. I don't believe one man in a thousand could do that. I tried it, and could neither budge it nor feel that I was getting the slightest leverage on it.

"I got the idea by grasping an old-fashioned chair by the top-piece of the back and finding, by raising the chair, that I had a leverage which exercised the muscles of the arm. My club is on the same principle. It's so simple that everybody wonders why it was not thought of before. It's the simple things, you know, that make money. I found that I could get quick results by the use of the club instead of waiting a long time as with Indian clubs and dumbbells, and then I knew I had a

YOUR ARM



can be enlarged one inch and wrist strengthened 50 per cent. IN ONE MONTH by using the

HERCULES.

Graduated Gymnastic Club and Strength Tester. Unlike Indian clubs, BUT ONE CLUB IS REQUIRED FOR MEN, WOMEN AND CHILDREN.

With this club the arms and chest can be developed in less than one half the time required by chest weights, dumbbells or any other apparatus known.

Send stamp for descriptive pamphlet and price list to

"HERCULES," Box 2459 A, Boston, Mass.

THE USUAL AD.

he said. "I invented the club three years ago, and have given to it what time I could spare. I'm not a man who believes in neglecting his meals and in working eighteen hours a day. I have the parts of the clubs made outside and assemble them here. I prepare my circulars, write my advertisements and answer the letters. I place the ads through Pettingill & Co. Lots of people wonder why I don't advertise more extensively and give all my time to the manufacture and pushing of the club, but I'm satisfied to work in my own way. Without much effort the club has made surprising progress, and I don't worry about its

good thing to advertise. I dropped in to see Charles H. Taylor, Jr., of the Boston *Globe*. I showed him the club, and he pulled out \$2.75 and said he wanted it. The next day I thought I'd put an ad in the *Globe*, and I went in again to see young Mr. Taylor. He said :

"Don't you do it. You'll lose your money. The people of New England won't buy a pig in a bag."

"They'll buy my club," says I.

"I'll bet you \$10 you don't get twenty-five answers," says he.

"Nevertheless I put the ad in the *Globe*. It was three and one-half inches deep and had the cut of the strong

right arm in it, just like the ads I am now using. I put the ad in for only one issue. Four days later I saw Mr. Taylor again.

"Mr. Taylor," says I, "I'm sorry I didn't take your bet. I've got 175 letters during the past four days."

"I wouldn't have believed it," said he. "Have you sold any clubs?"

"Yes, enough to pay for the ad two or three times over."

"He was astonished. Altogether I received 300 replies from that ad. The people not only bought a pig in a bag, but they came to Boston and walked up these stairs to see me. Physical instructors and professors of anatomy came. Even now they come and tell me that I ought to put the names of the muscles in my directions, and tell how to enlarge them in scientific language. I don't do anything of the sort, but write my directions in words that a child has no difficulty in understanding."

"What other mediums have you tried?"

"Very few. I'm now using *McClure's*, the *Strand*, *Argosy*, *Puritan* and *Quaker* of New York, and the *Alkaloidal Clinic*, of Chicago. It's easy to tell now just what each medium will do. Small ads last winter in two of the magazines kept me as busy as I wanted to be, and I kept out of every thing else. My second ad in *McClure's*, which is just the same as the one I'm running now, brought me over 1,000 answers in one month. They told me it broke the record for so small an ad. I received nearly 1,000 letters from the *Argosy* from the same ad. I have got the best results from *McClure's* and the *Argosy*, not only in letters but in money. I tried recently an ad on the back cover of the *Quaker*. There were 350 quick replies, and I wished to

keep the ad in the same place for six months, but I forgot to write to the advertising man, and this month I see it has been taken out. I can't get that position again for a long time. One year ago this October I tried a two-inch ad in the *New York Journal*, morning edition. I received 100 replies and sold a lot of clubs. The ad cost \$10, and I got from \$150 to \$200 out of it. I tried the Sunday issue of the *Journal*, but got only ten answers.

Your Arm

Can be enlarged one inch; your Hand, Wrist and Arm made fifty per cent stronger, and your fingers strong and flexible

In One Month

by using

The Hercules Graduated
Gymnastic Club and
Strength Tester

Five minutes each day. With this club the chest and arms can be developed in less than one-half the time required by chest-weights, dumb-bells, or any other apparatus known. For Athletes, Musicians and Writers, Men, Women and Children. Indorsed by leading physicians, athletes, and every one who has used it.



Thousands
now in use.

Unlike Indian clubs;
but one club is required

Send stamp for descriptive pamphlet and price-list to
HERCULES, O Box 3559, Boston, Mass.

AD IN OCTOBER "PURITAN."

That experience convinced me that Sunday newspaper advertising is not the proper thing for me. The men who would use my club don't read the Sunday newspapers long enough or carefully enough to see my ad. I index some of my ads by varying the letter after the post-office box number, but other ads I don't bother about. Usually I can tell where the ad was seen by what the writers say. I don't ask them to send cash, you see, but only to write

for pamphlet. In the pamphlet they see the illustrations of the club and learn all about it for the first time, finally reading testimonials from those who have used it. I never solicited a testimonial, but have received hundreds, the athletes headed by Fitzsimmons, and the business and professional class by men whom everybody who reads the newspapers knows. I don't believe in attempting to describe the club in the ad. It would take too much room, and then not be half done. My purpose with the ad is to tell merely that I am able to give muscle, strength and health surprisingly quick by a new gymnastic club. Just how it's done is a secret until the man or woman gets the pamphlet, and there he or she gets what I consider an unanswerable argument, telling all the whys and wherefores."

"What is the proportion of replies and orders from women?"

"About one in fifty. However, this month I'm in the *Puritan*, which, although it is aimed at the ladies, is so attractively gotten up that the man of the household is almost sure to look at it and read the advertisements. The *Puritan* is one of the widely circulated New York publications. Advertise what you've got in New York, and it will be talked about everywhere. People in remote places write and tell me that they are sure they will be pleased, because anything satisfactory to the New York or Boston market will satisfy them."

"Did you ever try advertising by circular?"

"No. What's the use of sending a circular to a man when you are not sure that he wants the article advertised? In other words, what's the use of my sending what I've got to sell to a man when he doesn't want it? I was surprised once by a circular which I sent out at random. My wife read out of the paper one Sunday afternoon, at home, the name of a rich society man who was spoken of as just about taking up his residence for the summer at Newport, and I sent him a pamphlet. It caught him for four of my highest priced mahogany clubs. It was a matter of luck, that's all."

Of course Mr. Gibson is an enthusiastic believer in advertising. "My friends are surprised when I tell them what a little ad costs, and say that they would just as soon take the money and throw it into the fire. I would

have had my first lot of clubs on my hands now if I had not advertised. The first summer, with no advertising, my sales were \$5 a week. This summer the sales have been averaging \$150 a week, although I stopped advertising in May. I begin advertising again with the fall, because by far the greater bulk of the business is done through the winter months, when exercise out of doors is not so common. My sales now average \$50 a day. But to advertise successfully you must have a thing you can back up. No buyer of my club ever wrote to complain that he was disappointed."

When I was turning to go Mr. Gibson said: "Let me tell you something more about my quarter-page ad this month in the *Puritan*. Because it is a lady's periodical I was advised by all my business friends that the ad would not pay. It is only the third day of October, but I believe I am going to get returns larger than for any other ad I ever tried. You know the *Puritan* is sent to subscribers and is on the newsstands before the first day of the month. Before October 1st I had received replies and sold clubs enough to get back the cost of that October ad. I was sure it would be a winner when the advertising men told me it would not. When I go contrary to them I get results," and Mr. Gibson laughed.

ELMER RICE.

"WHAT did de editor say erbout yer jokes?"
"He consigned dem ter Hades an—."
"Well, dat's carryin' a joke too far."—St.
Louis (Mo.) *Globe-Democrat*.



PROPRIETARY GOODS.

WHAT THE PEOPLE WILL HAVE THE DRUGGIST MUST SELL OR GO OUT OF THE BUSINESS.

A man who is specially interested in canvassing druggists for orders for proprietary medicines says that in several States there exists a combination among retail druggists to discourage the sale of all proprietary medicines which do not afford at least a 50 per cent profit. They not only do not urge the sale of these medicines, but are careful to prevent any display tending to advertise them and to keep their stock of such goods concealed from view, and only hand them out when they are asked for by a customer who, in their judgment, will not accept anything else.

A leading manufacturer of proprietary medicines says that in his opinion the above statement is true, and works a serious injury to a good many druggists, who thereby drive trade to more enterprising, accommodating and honest competitors. Then he added: "No druggist can do very much to make or mar the sale of a good and popular article. If the people know about it and want it, the druggist must sell it or go out of business. If, on the other hand, the article is not good, well known and popular, the druggist will not keep it and can not be hired to bother with it. If he is going to push the sale of anything by personal effort it will be invariably an article that he puts up himself." The conclusion this manufacturer arrives at is that he must make good goods, make the price to the consumer as low as possible, make a quantity price that will afford a profit to dealers and a still lower price to the larger buyer, offer inducements for spot cash, advertise the goods boldly and largely, and the people will insist upon having them, and the druggist who tries to stop their sale will lose trade and prestige.

For every dollar's worth of sales lost through unfavorable combinations of dishonest druggists, continued he, there will come two dollars' worth of sales gained by the extra push of the more fair-minded among them who are bright enough to reap advantage of the false steps of incompetent competitors.

In conclusion, this manufacturer added that a 25 per cent profit is more satisfactory to-day than a fifty per cent

profit was ten years ago, and the manufacturer of a proprietary medicine who exacts 80 cents on a dollar of the retailer and spends 90 per cent of his profit in advertising his goods need have no fear of any combination of dealers to restrict their sale.

THE first thing for an ad to do is to tell the facts about an article or a business. The manner in which the ad is displayed, or the design that is to illustrate it, is a secondary consideration. A pretty or odd design is not always good advertising, and it may be very bad advertising if its use obscures or detracts in any way from the real business of the ad.



MISS ANNIE PARTLAN, who manages the advertising of Arnhem, "the tailor," in New York, is a young woman yet in the twenties. She came to the metropolis from Kingston, N. Y., in 1892, and obtained a clerical position in a Brooklyn department store, having the good fortune to be transferred from department to department, thus securing a valuable knowledge of how business in the various branches is conducted. She has written numerous booklets, sold ideas for posters and street car cards to the Siegel-Cooper Co. and others, and regards the entire advertising business—writing, designing, placing—as her field. The Little Schoolmaster has heard that she is clever, full of ideas and originality. That she is modest was indicated by the difficulty experienced in securing her photograph and the few facts upon which this sketch is based.

Price Reduced !

Standard Maintained !



THE NEW YORK TIMES

One Cent

*"All the news
that's fit to
print."*

The Best Advertising Proposition
in New York, Character and Volume
of Circulation and Advertising Rates
Considered.

EDWARD L. PRETORIUS.

Mr. Edward L. Preterius, the genial young manager of the *Westliche Post*, early in life has made his mark in the German journalism of the country. He is the son of Dr. Emile Preterius, who for many years has been the proprietor of the *Westliche Post*, St. Louis, which has been the representative German newspaper in Missouri for a decade. There are many interesting incidents and facts connected with the life of Dr. Preterius that are of untold interest to the newspaper fraternity, as well as the general public. One of these is the fact that Dr. Preterius gave Joseph Pulitzer, now the multi-millionaire of the *World* of New York, his start in newspaper life.

Mr. Pulitzer, many years ago, was the ambitious driver of one of the cabs that stood on the Broadway side of the Court House in St. Louis. In those days Dr. Preterius could be found at his office at almost any hour of the day or night, and he was in the habit of calling "Joe" to take him home in the "wee sma' hours." It was on one of these night runs that Mr. Pulitzer asked the Doctor if he could not give him something to do on the *Westliche Post*. "The *Westliche Post*," replied the Doctor, "is always desirous of securing enterprising men and good reporters. What do you think you can do on a newspaper, Joe?" "Well, I'll do anything. I can work and work hard," replied Pulitzer.

"Well, you report to the city editor, and we will see what kind of stuff you are made of."

Pulitzer reported and was given an assignment at the old City Jail, which stood on the ground now occupied by the Laclede Hotel. The first day he was on duty he scooped the other papers on an important item and established himself as a good man. "You'll do," said the Doctor, when Joe came in, and at once the future newspaper magnate was placed on the payroll, where he remained until he established a payroll for himself.

Edward L. Preterius inherits all the business sagacity, hustle and shrewdness of his illustrious father. He was born in St. Louis, Mo., July 14, 1866, making him 32 years old. He was educated in the public schools of that city, and after leaving entered the Teensfeldt Institute, graduating at the Washington University in 1884.

After his graduation, he reported

for duty in his father's office. Upon this occasion Dr. Preterius said to him, "My advice to you, my boy, is to stick to the newspaper business. It is the greatest business on earth." This was the foundation of the young man's newspaper career.

He began at the bottom rung of the ladder, working his way up steadily, thoughtfully, carefully, entering all departments and becoming thoroughly familiar with the details of each and every one. Seven years ago he was appointed business manager, and since that time has made remarkable strides. His suavity of manner, good nature and pleasant address have made him as popular as any young business man in the city of St. Louis.

The very recent consolidation of the two representative German newspapers of the West, viz., the *Westliche Post* and *Anzeiger des Westens*, has taken from the New York *Staats-Zeitung* the fame and honor of being the greatest German newspaper of America. In other words, to-day Edward L. Preterius and his associate manager, Mr. John Schroers, are at the head of the first German newspaper in America.

Two editions are published daily. A morning edition, known as the *Westliche Post*, which continues a stanchly Republican journal, and the afternoon paper known as the *Anzeiger*, which has liberal tendencies. This consolidation results in a circulation of enormous proportions. The Board of Directors is composed of such gentlemen as the Hon. Carl Schurz, Edward C. Kehr, Carl Daenzer, Charles Nagel and Paul F. Coste. The business management could not be in better hands than those of Edward L. Preterius and John Schroers.

Mr. Preterius is a member of a number of South Side social organizations, a member of the Free Library Board since 1893, the Mercantile and Union Clubs and a variety of turning societies. He is an all-round athlete, and, as stated by a well-known writer, has "all the hobbies of a German university student."—*Publishers' Guide*.

CHICAGO SUGGESTION.

Advertising men should show their faith in advertising by buying advertised goods where possible. If all the advertising solicitors of the country, for instance, would give their patronage and that of their families to a newly advertised article on its first appearance, this little "boost" might shove the new advertiser safely over the first "slough of despond" into which so many fall because they can not see immediate returns.—*Advertising Experience*.

A CLOUD

of Falsehood

No Larger than a Man's Hand

At a place of publication casts an immense shadow and keeps people at a distance in the dark.

DO NOT BE MISLED into placing advertising contracts based ON CIRCULATION AFFIDAVITS.

THE

San Francisco CALL

offers you a "simple statement of fact, unencumbered by obstructing accumulations of metaphor and allegory."

A COMPARATIVE STATEMENT

of the number of lines of displayed advertisements during June, July and August, 1898, published in the

	JUNE	JULY	AUGUST	TOTAL
CALL,	138,838	155,722	167,972	462,532
CHRONICLE,	118,643	114,275	121,093	354,011
EXAMINER,	128,009	124,663	128,870	381,542

Excess over CHRONICLE, 108,521 Lines.

" " EXAMINER, 80,990 "

Extended in a straight line this larger excess means a continuous line of advertising more than 3.85 miles in length.

3 $\frac{85}{100}$ MILES MORE ADVERTISING than ONE of ITS CONTEMPORARIES!

2 $\frac{87}{100}$ MILES MORE THAN THE OTHER!

That is the estimate placed on San Francisco papers by Home Advertisers.

THE CALL REACHES THE HOMES.

Quit paying high rates for Circulation Burned In Garbage Crematories and Pacific Coast advertising will pay.

**W. S. LEAKE, MANAGER, SAN FRANCISCO, CAL.
DAVID ALLEN, Eastern Representative, 188 World Building, NEW YORK.**

**C. GEORGE KROGNESS, Marquette Building, CHICAGO, ILL.
(FOR DISTRICT WEST OF PITTSBURG.)**

MADE IN NEW YORK AND SPOILED IN DUBLIN.

It is seldom that we see corks advertised in newspapers or magazines, or even in trade papers. An enterprising Dublin merchant determined to

up by Printers' Ink Press, and as set up in Ireland.

ONE PUBLISHER'S VIEWS.

It was at one of the meetings of the Illinois Press Association, held not so very long ago, that the subject of features and fads came up. One publisher had this to say of a feature of his advertising management: "I charge a man as much in proportion for one week's insertion of an ad as I would if he inserted it a year. I think two-thirds of the newspaper men will say that is wrong. If a man comes in that never advertised before in my paper and never expected to again, we put his advertisement in the same as any other. He gets it as cheap as the man that puts an advertisement in fifty-two weeks. If he takes four columns or four pages he has the same rate. We run an eight-column paper, patent inside. Our town has perhaps 2,400 to 2,800 inhabitants. There is a reason for that. A man who isn't in the habit of advertising is the fellow you are after. A man who isn't in the habit of advertising is the man who is going to get in the habit of advertising. He gets in the habit of seeing his name in your paper, and you can not keep him out. That is my experience. I don't believe I have ever known any other man that has that idea. I know my present partner did not like that theory at first. Now he is one of the most enthusiastic believers. One man says: 'Don't put ads on your first page.' There is nothing too good in my paper for the advertisers. I must have the advertising. If I have certain columns I will put advertisements in if a man will pay for it. If I don't please my advertisers they will not care a snap for me. It is no difference whether your paper looks nice or not, so there is something to read in it that will please your subscribers." —*Newspaperdom*.

CORK COMFORTS

It is comfortable for a bottler to feel sure that his corks are all right, isn't it? But how many bottlers have trouble with their corks—find them weak or rotten, easily breakable, unable to resist the force of the fluid in the bottle? How much "good stuff" is annually lost by poor corks? Never mind! You be on the right side by using good, sound corks, on which there is no loss at all. A single trial will convince you of this. Samples free. Agents wanted.

STIRLING & COMPANY,
Cork Mfrs and Importers, HIGH ST., DUBLIN.

LEAKAGES

There are two kinds of leakages that some cork buyers experience.

First—The leakage through the corks, which are poor and porous. Second—the leakage through the bottles, which are good and porous.

First—The leakage through the corks, which are poor and porous. Second—the leakage through the bottles, which are good and porous.

By trading with us you will stop both leakages. We sell good, sound corks, on which there is no loss at all. A single trial will convince you of this. Samples free. Agents wanted.

STIRLING & COMPANY,
Cork Mfrs and Importers, HIGH ST., DUBLIN.

advertise in the daily newspapers of that city, and, with that end in view, he communicated with a New York adwriter who is well known to PRINTERS' INK readers. A series of cork ads was prepared, and they were given to Printers' Ink Press to be set up artistically. Proofs were then sent to Ireland, but alas! the rigid "rules of the office" over there restricted the

CORK COMFORTS

It is comfortable for a bottler to feel sure that his corks are all right, isn't it? But how many bottlers have trouble with their corks—find them weak or rotten, easily breakable, unable to resist the force of the fluid in the bottle? How much "good stuff" is annually lost by poor corks? Never mind! You be on the right side by using good, reliable corks all the time. We will sell you the best at the lowest price. Samples free. Agents wanted.

STIRLING & CO.,
Cork Mfrs and Importers, HIGH ST., DUBLIN.

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There are two kinds of leakages that some cork buyers experience.

First—The leakage through the corks, which are poor and porous. Second—the leakage through the bottles, which are good and porous.

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STIRLING AND CO.,
Cork Mfrs and Importers, HIGH ST., DUBLIN.

printer to the use of certain type for advertisements. No newspaper would print the ads as they were set, and the result was that the effect of the ads was practically destroyed.

Above are a few of the ads as set

THE ANTIQUITY OF TRADE-MARKS.

The question has been asked by somebody, "How old are trade-marks?" who answers it by saying that they seem to be nearly as old as the industry of the race. For instance:

"Ancient Babylon had property symbols, and the Chinese claim to have had trade-marks 1,000 years before Christ. Gutenberg, the very inventor of printing, had a lawsuit about a trade-mark, and he won it. As early as 1300 the English Parliament authorized trade-marks, and the laws of America have always protected them. The theory by which a suit is brought for infringement of a trade-mark is that its use deprives the originator of his property and deceives the public as to the article. Extraordinary means have been required at all times to guard against the fraudulent use of marks of manufacturers."

"In ancient times the greatest importance was placed upon the marks of individual workmen, because, as in the case of the armorers, valuable lives often depended on the quality of the workmanship. One old author complains that certain good and true soldiers were killed simply because the workmanship of their swords and arms was not good, and failed them when in battle. Very early, therefore, it was found necessary to make stringent laws against counterfeiting trade-marks and against scamped workmanship." —*Geyer's Stationer*.

ONE VIEW.

This matter of circulation is receiving less and less attention. The advertiser does not care what a paper's circulation amounts to, so as he gets the genuine inquiries. The figures he wants are the ones which indicate the cost per inquiry, and these figures have far less to do with the aggregate circulation than most men imagine.—*Agricultural Advertising*.

San Francisco Bulletin

"A Competent Judge."

E. J. ARNOLD,
ADVERTISING AGENCY,
SAN FRANCISCO.

Mr. _____, New York.

DEAR SIR—I would say that the BULLETIN in my opinion (and I represent some of the largest advertisers on this Coast) is the *best home paper in this City*. I have clients who won't use any other medium; and I use it myself whenever I wish newspaper publicity.

Yours respectfully,

E. J. ARNOLD.

The Daily Average
during 1898 has been

34,049

 Guaranteed by the Advertisers' Guarantee Company

No other evening newspaper on the
Pacific Coast proves one-half
the BULLETIN'S circulation.

BEST IN QUALITY—

—MOST IN QUANTITY.

Further information
from

MR. F. K. MISCH,
Potter Building, New York.

NEWSPAPERS AND ADVERTISING IN PUERTO RICO.

By Charles Love Benjamin.

(Lately with the New York Volunteer Cavalry
in Puerto Rico.)

According to a bulletin issued by the Bureau of American Republics, September, 1897, there were in Puerto Rico at that date some forty newspapers. In September, 1898, I was able to discover but nine. There may be more, but a paper one can't find when he is looking for it is probably not worthy of advertisers' attention.

Here is the list of papers I was able to locate, together with the circulation of each (estimated from such data as was attainable) and brief notes on the towns in which they are published.

SAN JUAN.—Capital of the island. Situated on the north coast. Population about 30,000, of which half consists of negro and mixed races.

CORRESPONDENCIA DE PUERTO RICO; has cable news. Claims (and probably has) the largest circulation of any paper published on the island, viz., 8,500.

LIBERAL...... 6,000.
UNION...... 6,000.

BOLETIN; organ of the pro-Spanish party. Readers nearly all intelligent and well-to-do people, but not over-fond of Americans or American goods..... 5,000.

PONCE.—Chief commercial city. Situated on the south coast. Population (including Playa de Ponce, the port) about 30,000.

CORREO DE PUERTO RICO 5,000.
NUEVA ERA 4,000.

ESTRELLA SOLITARIA 2,000.
All of these three papers are in their first year of publication. The *Correto de Puerto Rico* is the newest and is unquestionably the best for advertisers.

MAYAGUEZ.—Next to San Juan and Ponce the most important town on the island. Situated on the west coast. Population about 12,000, majority white.

IMPARCIAL..... 2,000.

HUMACAO.—A town of 6,000 inhabitants. Situated on the east coast, about three miles from the seaboard.

CRITERIO; an exponent of yellow journalism. Ladies never read it, or, if they do, they won't admit it. Circ'n about... 2,000.

All of these papers are published daily, except Sunday. In size they approximate 12x17 inches, 4 pages each. Single copies sell for five centavos each, equal to 2½ cents American money. Advertising rates average ten centavos (5 cents) a line, but this price is not rigidly adhered to. Rates in Puerto Rico, as in this country, depend largely on how badly the publisher needs money.

Among the principal advertising patrons of the Puerto Rican newspapers are hotels and restaurants, steamship companies, general stores, booksellers,

dentists, druggists and vendors of patent medicines. The only advertisements of American houses that I saw were those of Stearns & Co.'s Iron Wine and Scott's Emulsion. Most of the newspapers now run a column or two in English, and nearly all advertisements designed to attract transient trade are couched in that language.

Poster advertising is almost unknown in Puerto Rico. The theaters use posters to some extent and one sees many official notices stuck up in public places, but these are about all. Nearly all buildings and blank walls, however, display the familiar: *Se prohíbe fijar anuncios* (it is forbidden to post bills), though some make a bid for this line of advertising by announcing:

SE PERMITE
FIJAR
ANUNCIOS
A 10 PESOS UNO.

That is to say, bills may be posted here for 10 pesos (5 dollars) each. How much space five dollars will buy and for how long I am unable to say.

The manufacturer who endeavors to introduce his goods to the Puerto Ricans either by newspaper or poster advertising will be handicapped by one serious difficulty—the fact that only about one in every ten of the million inhabitants of the island is able to read. This is a condition that deserves consideration, for it at once cuts down the number of persons who might be favorably influenced by advertising from one million to one hundred thousand.

My own opinion is that at the present time the only form of advertising that would bring quick and sure returns in Puerto Rico is the kind known as "demonstrations." The market place, with which every town of any importance is provided, would be the best place in which to conduct these demonstrations. In the larger cities there are market buildings in which a stall could be rented if desired, but in most Puerto Rican towns (and even in those that boast a market building) the bulk of the business is done on the curb—usually at one end of the playa, or public square.

A practical demonstration of the merits of an article is advertising that every one can understand. It is the only kind of advertising that would pay in Puerto Rico at the present time.

The Quantity of Advertising a Newspaper carries proves the Quality of its Circulation.

You may be deceived

in a Newspaper's Circulation as to Quantity, but you can't be deceived as to Quality. You can measure it yourself.

Advertising Record of the Minneapolis and St. Paul Dailies for Month of September : COLS. INCH.

The Journal, 6 issues per week.....	900	11
The Times, daily, and including its Sunday issues	876	02
The Dispatch, 6 issues per week.....	806	01
The Tribune, including its morning, evening and big Sunday papers.....	753	14
The Pioneer Press, including daily and Sunday....	703	18
The Globe, including its daily and Sunday.....	529	14

From January 1, 1898, until October 1, 1898,

The Minneapolis Journal

in its six issues per week beat the Times, Tribune, Pioneer Press and Globe, including their daily and Sunday issues, the following percentages :

Journal exceeds Times.....	9 per cent
" " Tribune.....	18 per cent
" " St. Paul Pioneer.....	37 per cent
" " St. Paul Globe.....	83 per cent
" " St. Paul Dispatch.....	9 per cent

NOTE—The above does not include free wants, which THE JOURNAL does not carry, but which some papers do, or city advertising, which is carried at about one-third commercial rates, and which THE JOURNAL will not accept.

For advertising rates, etc., apply to

R. A. CRAIG,

In Charge of Foreign Advertising,

87 Washington St., Chicago,

41 Times Building, New York.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

JOSEPH PHILLIPSON,
Importer and Jobber,
General Merchandise,
Chicago, Ill.

Chas. F. Jones, New York:

DEAR SIR—"Store Management" receives my most careful attention each week. I drain its contents and find many useful hints and valuable bits of information. I am doing the advertising for the above firm and inclose a little folder that I wrote up a couple of days ago. Will you kindly comment upon its merits or demerits through your columns? The writing and construction is entirely original, except the joke about " tickled to death." Yours truly,

L. BLUMENSTOCK.

The four-page folder inclosed is gotten up very neatly, and shows a list of some twenty or thirty low prices on dry goods, shoes and men's furnishings. I think the prices and illustrations of the merchandise will attract more attention than the head-lines, although they may be read by a good many people. Personally, I do not care for jokes in advertising. If a store wants to use something of this kind in preference to what I believe the more serious and profitable styles, then these are not bad, and, as is stated, the jokes themselves are not original, although the application may be. Here are two of them :

CAN YOU HEAR THE BARK
of a tree? Well, then neither can you find a store that will sell you as good shoes for as little money as we do.

Fall footwear now in.
Come and learn styles.

HAVE YOU HEARD THE STORY
Of a man that got a feather in his throat and was " tickled to death"? Here's a case about a man who learned how cheap we sell gent's furnishings, and was similarly afflicted. This case was not fatal, we are glad to say.

I have called attention before to one or two of a series of very clever business editorials that are being printed from week to week in the Chicago *Dry Goods Reporter*. Another one of them is headed, "Above all, be thorough." This advice applies very forcibly not only to general business, but to advertising. There are so many young business men, particularly those who are at work upon the advertising of the average retail store, who think that they can be brilliant or be quick and do things with a snap without paying attention to thoroughness. This, to my

mind, seems to be one of the chief reasons why so much of the retail advertising brings such poor results. Careful attention is given to some parts, but the little details which are just as important are allowed to take care of themselves. A part of the editorial referred to reads thus :

It would be a blessing to untold thousands if by some means it could be drummed into the heads of the whole business world that thoroughness pays. By thoroughness we mean attention to details—keeping a ceaseless watch to see that the little things are all right—giving the same conscientious care to small matters as to great. Lack of care is at the bottom of most of the world's failure, and conscientious and tireless thoroughness is the foundation of all success.

Haste without thoroughness is worse than useless. Nervous and indiscriminate hurry can waste more in a day than it can earn in a week. If you are an employer, don't hurry your people beyond the point where they can do thorough work. It will not pay. Quickness is an important thing in these days of chronic haste, but thoroughness is more important. Be thorough and quick afterwards. Doing business without thoroughness is like firing a gun without taking aim. The faster the gun is fired, the more powder wasted. Imagine what would have been the result if all the rapid-fire guns on the battleships before Santiago had been shot off at the top of their speed without training them on the enemy's fortifications or ships. Their very speed would have been a cause of defeat. That is a fair example of haste without thoroughness.

Be quick and thorough if you can, but above all, be thorough. There is no success without thoroughness.

* *

Chas. F. Jones, New York:

DEAR SIR—I am a student of PRINTERS' INK, and particularly of the "Store Management" part of the paper. I do the advertising for the largest dry goods business in a town of about 15,000 people. The inclosed folder is one that we have been wrapping in packages that are carried from the store by customers, as well as mail packages. We usually use about 2,000 a week, changing the advertisement with every thousand. We also have a good-sized advertisement in our local paper. I am a boy of 19 years, and of course, my advertising experience is very limited. So far my work has been quite satisfactory, but I am very anxious to make it still better. Any pointers that you may give will be highly appreciated. Yours very truly,

The folder referred to is in some respects a very neat one and shows a clever little half-tone of a child on the front page and another half-tone of the store on the last page, with the prominent line in connection with the

store's picture (in addition to its name), "Purchases made here give you the 'Glad-I-Went-There-Feeling.'" The inside of the folder contains a list of prices with this little explanation:—

A whole department devoted to infants' furnishings, and a lady whose business it is to supply babies' wants. Most all of the little folks "round town" have their entire outfits from this store, even the tiniest tot can be completely clothed without mother having to make one stitch, and with whatever her taste or purse dictates.

A very good quality of paper is used for the folder, perhaps a little better than the expense would justify for general distribution in promiscuous packages.

* * *

People are very much like sheep. Let one of them do a certain thing and very likely a crowd will soon be following. The greatest difficulty is in getting them started in the right direction and in getting them to realize that somebody has gone ahead and done the thing that you want them to do. In walking along the street let one person stop to examine some particular thing and very soon there are two, three, ten and perhaps a crowd of a hundred looking on, although half of them may not really know what they stopped for. The larger the crowd gets, the more quickly it grows. A crowd draws a crowd almost every time. This is particularly true of women. As a rule, the merchant who can draw a crowd to his store is the one that is going to do the business. The reason why I am saying this at this particular time is because I have received a letter from a dry goods man who is thinking about enlarging his store. He tells me he now has a small place which is always crowded. There are two additional stores to rent right next to him, and he is undecided whether it would be best to simply enlarge one store, or whether to take the two at once and make a very large establishment. For a growing store it is usually best to grow slowly. Do not try to take too much space all at once. The fact that the store is always crowded is a good advertisement in itself. If the store was not crowded it would lose a large part of its attractiveness. If the merchant takes in more room than he is justified in having, and the store altogether loses its crowded appearance, it might not be so interesting to the lady shoppers. I think I would add only one store, and try and get the two crowded before I added

the other one. This advice applies to the general run of retail stores. There are some stores the nature of whose business is so high classed and whose customers are so exclusive that lots of elbow room is one of the essentials of business, but for the ordinary popular store it is usually the case that the greater the crowd the more goods sold.

* * *

A. GOMPERTZ, }
Pittston, Pa. }

Editor of PRINTERS' INK, New York:

DEAR SIR—Inclosed please find a few four-inch clippings. No doubt you will notice that many are written from suggestions in PRINTERS' INK:

I am a reader of PRINTERS' INK, and feel under deep obligations to the Little Schoolmaster.

What do you think of the inclosed as trade winners? Sincerely yours,

ISIDORE GOMPERTZ.

Some of the advertisements are gotten up in a style generally known in New York as the Smith, Gray & Co.'s style, which was mentioned in this department some time ago in connection with a suggestion for improving it. Here is a sample of how Mr. Gompertz uses it:

A Window Shade Story.

Now is the time to buy window shades. We will sell you good ones at 10 cents. The regular 29-cent grade oil cloth at 20 cents, and oil cloth shades with good fringe, for 25 cents.

They are mounted on best spring rollers.

Shading guaranteed full length.

Let us show you that fine grade of floor oil cloth we are selling for 25 cents per square yard.

Wall paper, 5 cents per double roll.

GOMPERTZ,

NORTH MAIN STREET, PITTSSTON, PA.

There are numerous other styles in the batch sent me, and the beauty of them is that they are all plain and readable and contain prices, still none of them are more than four inches. I believe they would all stand out prominently in any ordinary newspaper.

* * *

BALTIMORE, Md.
Charles F. Jones, care PRINTERS' INK, New York:

DEAR SIR—Will you kindly criticise the inclosed advertisements and let me know what you think of them? I give my name for identification, but not for publication, if you please. Respectfully,

Some of the advertisements inclosed are very good, but there is one of them which to my mind is not quite so good and it is the only one which really calls for criticism one way or the other. The advertisement in question, reads:—

Some people, like the little puppy, seem to be born tired, but they can pass many a restful

hour in one of these easy Morris chairs which we have in four different styles, at four different prices, \$3.90, \$4.75, \$5.50 and \$8.25.

A part of this advertisement is almost a direct copy of the wording on a poster recently put out by Hood's Sarsaparilla.

I do not believe it is good business policy to compare people with animals. I do not think it adds strength either to the furniture advertisement or to Hood's Sarsaparilla advertisement to tell the public you think they are like a little dog in being of a tired nature, when it is these very people whom you are talking about that you are asking to buy your goods. Lots of people, of course, see the matter in the light that is intended by the advertiser, but my experience has led me to believe that there are some people who always see the wrong thing in the wrong light if there is any possible chance for them to do so. Anyway I do not believe that it is a good argument to use in seeking trade to tell the public that they ought to use your merchandise for the reason that they are like puppies. All such advertisements, no doubt, sound very cute to the persons who write them, but I hardly think a judicious advertiser would care to advertise in that way.

* * *

I recently had occasion to speak of the number of creditable small advertisements carried by the *News-Republican*, of Kenton, Ohio. A fresh batch of their papers has reached me, and in looking them over I do not remember ever having seen a four-page newspaper in which there were so many small advertisements well displayed. I am going to reprint a few, which may be of service to other newspapers and other small merchants. Of course the reproduction here does not do justice to the display, as each of these were either illustrated with a cut or surrounded with an attractive border, which is impossible for me to show. Nearly all of them are taken from the same issue and practically the same column. In one issue I have counted sixty-two small displayed advertisements, all about four or five inches in size. There are a great number of newspapers in small cities that are wondering why it is they can not get the local merchant to use space. If they would follow the example of this paper and try to help the advertiser to get up his announcements in fairly at-

tractive shape, there is no reason why a success could not be made where there is now failure. The merchant in a small town needs somebody to help him who is right there on the spot, and the most profitable missionary work that the local paper can do is to supply this want.

How to Make 10 Minutes Valuable.

Just come to my jewelry store on North Detroit street and look at my up-to-date stock of jewelry. You'll see so many tempting articles at such temptingly low prices, that you are sure to tell your friends about them.

CARR,

THE JEWELER. SIGN BIG WATCH.
N. DETROIT STREET.

NOT A FLAW

To be found anywhere in the line of Footwear we are offering. Every Boot and Shoe in our stock is well made from the best material, be it Leather or Kid, they are stylish and perfect fitting, and time will demonstrate their excellent wearing qualities.

We sell these goods at prices which are just high enough to pay for high-grade goods.

J. N. ZURLINDENS.

Bargains to Boast About.

We boast of our bargains, because they are the biggest and best in the city. Sixteen ounces of performance to every pound of promise. A trial of our goods turns purchasers into regular customers. We have the right kind of footwear for you, and if you'll come to our store when you are thinking of buying a new pair of shoes, we will save you money.

ZURLINDENS SHOE HOUSE,
EAST FRANKLIN STREET.

Nearly Time

For a new Fall Suit,

And of course we would like to make it for you. We know that we have the kind of goods you want; we know our work will be right, and we know our prices will suit you. Our new fall goods are still arriving and it will pay you to come to our store before you leave your measure for a new fall suit.

W. L. FULLERTON,
"THE TAILOR." SOUTH DETROIT ST.

People Differ

Not only in opinion, but in health. Some are strong and healthy with a great deal of vitality, while others are weak and sickly. So it is

With Groceries.

Some are good, some are poor. We handle none but the best grades. Leave your orders with us and you get the best.

KELLOGG & SON,
WEST SIDE SQUARE, PHONE 7.

CALIFORNIA HAS MONEY

and, according to statistics, has more careful newspaper readers, proportionate to population, than any other State in the Union. Do you want to reach them?

THE EVENING BEE Sacramento, Cal.

with leased wire, linotypes, fast press and three mail editions, thoroughly covers all of Northern California, and in Sacramento City has a larger circulation, in proportion to population, than any paper anywhere.

E. KATZ, Eastern Agent

Temple Court New York City

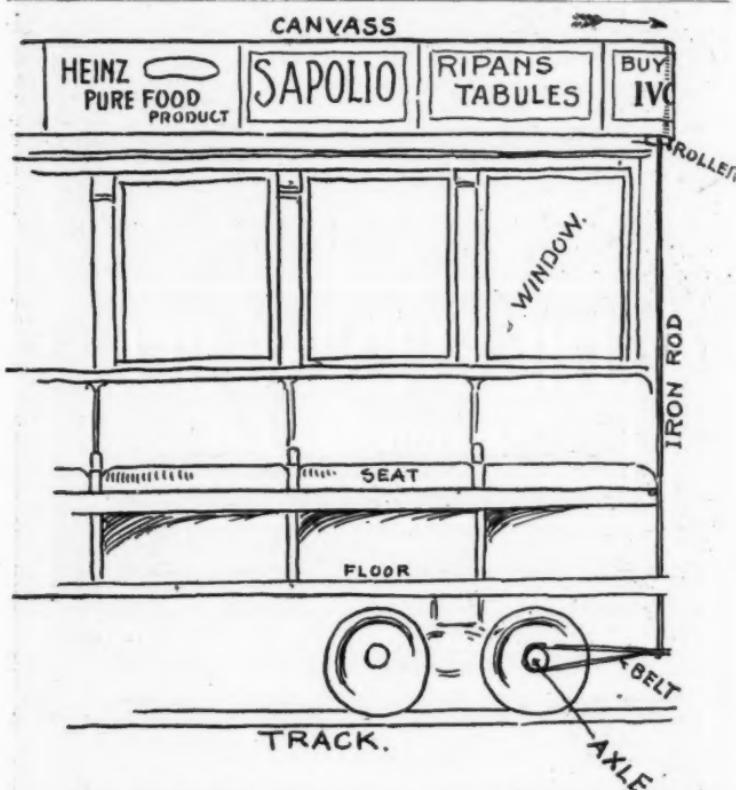
A STREET CAR SUGGESTION.

By Edith R. Gerry.

A car card to be profitable must be seen. At present the advertiser pays the price asked and takes his space. He does not demand any particular position, because he reasons that at one time or another every seat in the car is sure to be occupied, and so no matter where his card may be it is some time bound to be seen. He therefore

way system, a sort of trolley upon which the cards could travel. The accompanying illustration, though roughly drawn, will serve to make my thought clearer.

As will be seen, a belt of canvas or some plastic material could be used for the foundation. This might revolve on rollers at each end of the car, the rollers being controlled by the wheels of the car. The cards would be required to be made of much thinner



puts it up anywhere and goes away content. Now, why would it not be possible to put up a contrivance which by force of the instinct which draws the human eye to any moving object would make it almost a certainty that every person who entered the car would glance at the cards? Why would it not be a good idea to install movable car signs? I do not mean the quivering affairs which have called our attention to the beauties of Bermuda for so long, but a complete and select rail-

stock, so that they would turn readily, and this in itself would prove less expensive. The quantity of advertising space would be increased, because there would have to be two sides to the belt, the cards of one side exhibiting while those of the other were on the other side. Thus one car would hold just twice the number of cards it now does, while the continual turning would bring each to the front every other minute. Good position would become a matter of guarantee, the

circulation would be positive, and the man who sat at the end of the car would not lay himself open to the charge of having a "rubber neck" in order to become properly acquainted with the value of Heintz's Baked Beans, as set forth at the other end of the car. It would be a free, continuous performance; the cards could be guaranteed to pass every seat in the car many times a day, and would furnish much food for thought in their travels—and this is what pays the advertiser.

MAGAZINE BUYERS AND READERS.

Five years ago there were not over a quarter of a million regular magazine buyers in the United States and Canada; to-day there are three quarters of a million. There were many more than two hundred and fifty thousand magazines sold, all combined, but there were not over two hundred and fifty thousand buyers. Some people bought as many as half a dozen different magazines; others, two, three, four, etc. So, too, to-day the total number of magazines sold of one kind and another is greatly in excess of the number of buyers. The excess is relatively greater now that three or four magazines can be had for the price of one five years ago. I should say that the monthly sales of all the American magazines combined would reach well nigh to two million copies, and they are purchased by not over seven hundred and fifty thousand people. This, then, means an average of close to three different magazines to a buyer. Such an expansion in magazine reading in so short a time is indeed extraordinary, and is purely and wholly the result of the ten-cent magazine. If the prices of magazines had remained as they were before there is no good ground for believing that there would have been any considerable expansion in magazine reading during these five years; if, in fact, any at all. Five hundred thousand buyers, then, three million readers, have been educated up to magazine reading.—*Munsey's Magazine*.

CALENDARS.

The calendar maker finds his most remunerative field among life insurance companies, railroad companies and all sorts of large corporations. After these come the larger concerns of more limited locality, like the big department stores, while filling in are the smaller merchants of every line. The aggregate amount of money expended by all these classes would make several snug fortunes. For instance, the New England Mutual Life Insurance Company spend about \$18,000 annually on calendars; the John Hancock Mutual Life Insurance Company puts out \$8,000 at least this year, and the New York Mutual Life Insurance Company and the Wabash Railroad have devoted \$5,000 each to calendars, the latter having given an order for 50,000 of exclusive design. Taking the latter figures as a fair example it will be seen that the average calendar costs the buyers ten cents.—*Geyer's Stationer*.

PETTINGILL'S VIEW.

The success of magazine advertising, from our point of view, is not the selection of a large line of mediums, but a careful picking of a few of the best having reliable circulation, and in these publications use large space. A small advertisement spread over a large list of mediums rarely brings the returns which follow as a result of the other method.—*Profitable Advertising, Boston, Mass.*

LITHOGRAPHY.

In lithography an actual drawing in the exact size and colors desired in the reproduction is necessary to be used as copy. Over this original a sheet of transparent gelatine is placed and the outlines of the picture, and also of every portion of its colors, shades and tints are traced with a stylus. The surface is then brushed with colored chalk which fills up all the grooves made by the stylus. This is then placed chalk side down on the lithographic stone and put under pressure, which leaves the chalk outlines on the stone. The first stone is to be used as the key stone. These outlines are then traced with black ink by the artist, and an impression is taken on transfer paper. By means of this impressions of the outlines are made on as many other stones as will be needed in the printing. Now the work of the artist begins in painting on each stone within the outline whatever there is of a certain color in the original, one color only on each stone. When a stone has been painted it is covered with a preparation containing gum arabic and an acid. This cleans the surface of the stone where no ink has been placed by the artist and does not act on the ink itself. After this the stone is washed clean, but this leaves it with oily spots to which water will not adhere, and perfectly clean spots which will absorb moisture and to which ink will not adhere. In printing, moist roller is run over the stone just ahead of the ink roller to moisten the portions of the stone which will absorb moisture. The different colors are printed one after another in the same register and thus a reproduction of the original is made, the quality and accuracy of which depend upon the artist.—*Advertising Experience*.

THE FLAG QUESTION.

A law prohibiting the use of the flag for advertising purposes may perhaps be a proper thing, and if it were put on the statute books would, of course, be universally obeyed. But to assert that it would tend to increase patriotism is ridiculous. Artificial restraints of this kind never accomplish anything tangible. The best protection of the flag is not a law on the statute books, but the hearts that beat faster when they see it floating on the breeze and the lives that stand ready to extinguish themselves for its sake. If we ought to have such a law it can be arranged without words of detraction for those merchants who, in the absence of any national legislation on the subject, believe that they are acting entirely within their rights and duties when they press the "Stars and Stripes" into service. When 4,000 men offer their lives to sink a Merrimac in Santiago harbor all fears that the flag does not evoke respect must be shortlived.—*Fame*.

WINDOW CARDS ON STATE STREET. CHICAGO.

"Every dollar is equal to two in the wear you'll get."

"Your exact fit—you'll find it here."

"Not the lowest priced clothes—that would mean the poorest qualities—but the best values, and money back if you are not satisfied."

"At this price you can afford to lay in a big supply."

"The satisfying kind of clothes at prices that attract you."

"Never did ladies' underwear prices talk so persuasively."

"The newest and daintiest silk skirts at moderate prices."

"Unmatchable bargains in new fall silks."

"The shirt that is worth every cent of a dollar."

"The shirt that all Chicago is talking about."

PREMO PUBLICITY.

By G. H. E. Hawkins.

At last I have found a man who is averse to receiving "something for nothing." His name is MacLaughlin, and he is advertising manager for The Rochester Optical Company, makers of Premo Cameras, Rochester, N. Y.

Mr. MacLaughlin is a mild, unassuming man, and when I told him that PRINTERS' INK desired an interview with him he threw up his hands in well-feigned horror and begged to be excused on the ground that he wanted no advertising he did not pay for, and that he would feel under obligation to

magazines, and we use them pretty generally. Have never experimented with newspapers because people who buy our goods are exclusively those who can afford the luxuries of life, and we believe the magazines more truly represent and reach this class than the newspapers. The magazines have paid us and we shall continue to use them. Our goods are sold mostly in cities, through regularly appointed agents, on regular order; we never consign goods."

"What style of advertising do you advocate?"

"We believe in having something different from 'the other fellows.' Now that all other camera manufac-



Take a Camera with you

ON YOUR VACATION
AND BE SURE IT IS A

PREMO

This will insure you many hours of fascinating diversion during your outing and prolong the pleasure indefinitely afterwards. This is the queen of photographic instruments. Its completeness is a marvel, its simplicity a delight. Send for samples of its work.

Rochester Optical Co., 40 South St., Rochester, N. Y.

the Little Schoolmaster if he consented.

"Not at all," I replied. "Do you not know that it will be as much or more of a favor to them than to you? The editor of PRINTERS' INK could sit in his sanctum all day and grind out theory for the pages of his publication, but it is the practical experience of firms like your own that have made a success, and mainly because they advertised, that PRINTERS' INK wants."

"Well, I never thought of it in that way, but I guess you're right," was the laconic reply, and he started forthwith to talk about camera advertising in general and Premo advertising in particular.

"Our advertising is limited to the

urers and so many general advertisers are using illustrations in their advertising, we prefer to stick to pure type effects. They are strong by contrast."

"But it seems so natural that a camera advertisement should be illustrated. It's a sort of a specimen of your own handiwork."

"True; but that's just the trouble. Every one has adopted that style, and it's overdone. We prefer the type."

"Do you place much faith in catch phrases?"

"Yes, if they are descriptive. We have used for many years the phrase 'Premos Produce Perfect Pictures,' and it has been widely plagiarized, some firms using the phrase 'Produce Perfect Pictures,' and placing an illustration of their own camera above it.

It is better than the ordinary illiterative phrase because it is descriptive and true."

"Do you use circulars or display matter?"

"We use lithographed and embossed cards and hangers, printed matter, etc., to some extent, circulating these among our many agents.

"Yes, the war has affected our business. This is the camera season and Premos are selling well, but not so well as they should. It's this war uncertainty. People will curtail their luxury account in dull times."

"Do you write your own advertisements or have them prepared by an advertisement writer?"

"We write all our own advertisements, although we have sometimes done otherwise. We believe we know more about cameras than the outsider, and, although this very knowledge might prove fatal to good advertising, we try to avoid technicality and anything that would tend to send our camera talks over the heads of the reading public."

"Do you place business direct or through an agent?"

"Through an agent entirely. Frank Seaman, 874 Broadway, handles the Premo advertising."

WHEN STEALING IS JUSTIFIABLE.

Even stealing has its advocates in these days of wide discussion, as witness the following from a speech read before the Upper Des Moines Editorial Association by John F. Dalton of the *Manson (Ia.) Democrat*:

The theft of locals is justifiable at times. There are sometimes mitigating circumstances connected with the stealing of matter. For instance, you may be slightly indisposed and unable to "wield a trenchant pen"; or you may be busy with job work; or with hustling for money, and you don't feel like writing anything; or your wife's folks may happen in and you are expected to entertain them; or—this has happened to me several times—there may be a birth in the family, and who would be unreasonable enough to ask an editor to write original locals and dandle the finest baby in the world on his knee at one and the same time? I believe that in times like those mentioned, and, in fact, in many other harrowing periods, the editor is justified in unsheathing his scissors, buckling on his pastepot, and making a fierce onslaught on his exchange table. I have made such onslaughts myself, and have never been vanquished. Perhaps some of you have surmounted the trots of a dearth of copy and no nerve to produce any, armed with the pastepot and shears and a few exchanges. You are justified in doing so, occasionally, but not semi-occasionally. Don't allow yourself to get into the habit of it. And to keep from getting into the habit of stealing locals, I guess the best way is, after all, never to begin it. I know a fellow who began by stealing little three-liners from a paper that was published the day before

his publication day, and inside of a year he was stealing half-column and column baseball write-ups and obituary notices by simply changing the names and dates. His readers thought him real smart for a time, and were loud in their praises of his "ability"; but they soon found out, and now you don't hear of him.

SATURDAY

will be the H-O Co.'s

BARGAIN DAY

during which each of the better grocers of the city will give a package of our new

Wheat Breakfast Food FREE

to purchasers of H-O (Hornby's Oatmeal).

We inaugurated these

"GIFT DAYS"

to introduce new cereals to our customers by open-handed generosity in which we expect to find no competition. We also aim to aid the grocer in his legitimate business of bringing trade to his store for "over Sunday" purchases.

Likewise

to encourage persons who use cheaper cereals to try our higher class products, believing that the "H-O" mark covers true economy and good living.

We advise ordering in advance, for Saturday will be the grocers' "busy day."

An advertisement that illustrates one way of sampling.

LETTERS THAT GO WITH SAMPLES.

Each of New York's big stores has a mail-order department. When customers write for samples a polite circular letter is always sent in reply, in ad-



H. O'NEILL & CO.,
BETH AVENUE, 200 TO 214 ST.
IMPORTERS & RETAILERS.
MATERIALS, ETC., FOR HOME, OFFICE, FAMILY USES, HOUSE FURNISHINGS, ETC.

New York. 189.

Dear Madam,
Enclosed find sample
as requested, prices are the lowest
consistent with quality.
Please name a first
and second choice at once, if you
would be sure of getting goods
desired, as particular item in stock
may be entirely sold out or out of
order. We will
furnish you with
your order.

We are

Yours truly, H. O'Neill & Co.

Lord & Taylor,

BROADWAY AND 20TH STREET, NEW YORK.

Samples are enclosed herewith in compliance with your request, and where not exactly as required show the nearest now in stock.

We hope some of them will prove acceptable, but if not we shall be pleased to submit others.

In ordering, we would advise that a second choice is made; thus in the event of your preference being sold, further delay may not occur.

It will afford us pleasure to supply information in detail at any time.

Remit by check, P. O. order, registered letter, or by draft on New York. Goods are sent C. O. D., if desired. Accounts are opened, payable monthly, with those who make themselves known to us as responsible.

Kindly return samples after selection has been made.

Very respectfully,

Lord & Taylor.

All communications to receive prompt attention should be addressed to the firm.

B. ALTMAN & CO.,
18TH ST., 19TH ST. & 6TH AVENUE,
NEW YORK.

CABLE ADDRESS:
GALVAN, NEW YORK

49 RUE DE HAUVILLE,
PARIS.

New York.

Dear Madam:

We take pleasure in enclosing
samples, as requested, from which we trust a
satisfactory selection can be made.

To avoid possible delay, we would
advise making a first and second choice, in case
either may have been sold before your order
reaches us.

Remittances should be made by draft
on New York, Certified Check, Express Money Order
or Post Office Money Order payable at Station O,
New York.

Yours respectfully,

B. Altman & Co.

All communications to receive prompt attention, should be addressed to the firm.

H. THOMPSON, CHAPFORD & SIMPSON.

NEW YORK, 261 BROADWAY, 20TH STREET.
PARIS, 20 AVENUE BRASSEUR.
LONDON, 20 CHAPLAIN.

New York. 189.

M.

We take pleasure in submitting the enclosed samples
for your inspection. We hope we have correctly
complied with your request, and that you may be
able to favor us with your order.

If possible, be kind enough to make a second
selection by so doing kind and appropriate
will be saved in case your first choice has been
sold out before your order reaches us. All goods
will be sent by express unless ordered otherwise.

All orders should be accompanied by one-fourth
of the amount of bill, which will be deducted by us
and the balance collected by the Express Company.

As Express Companies decline collecting amounts
less than \$5.00 all such orders must be paid for in
advance.

Money may be sent in Registered Letter, Express
Company's Draft or Money Order, Check or Night
Draft on New York City only.

Very respectfully yours
Simpson, Chapford & Simpson

N.B. Please return samples, not required.

dition to the bits of goods desired. Herewith are reproduced in miniature the forms used by New York's most successful mail-order departments, and



ADDRESS ALL COMMUNICATIONS TO
MAIL ORDER DEPT.

NEW YORK,

189

Dear Madam:

We are pleased to send you herewith the samples you request, and hope you will have no difficulty in making a selection from them.

Owing to rapid changes in our stock, it is advisable, when ordering, to make two selections, so that if in the interval of correspondence we have sold out your first choice, we can send the second, and thereby avoid unnecessary delay.

Trusting to be favored with your esteemed orders which will have our prompt and careful attention, we are,

Yours respectfully,

SIEGEL-COOPER CO

*Miss M. A. [unclear]
RECEIVED
RECORDED
SEARCHED
INDEXED
FILED
C. O. D.
TELEGRAMS
TELETYPE*

*Dated
R. H. Morris & Co.
July 10, 1898*



New York, N.Y.

Madam:
Please furnish me bag w/ send you samples as requested.
Allow me to suggest that you make one selection to be sure
of one in case either has been sold before the order reaches
us.

Please return all samples not required at your
earliest convenience.

Sincerely yours,

R. H. MORRIS & CO.

*C. O. D.—Our terms are strictly Cash with the order
or C. O. D. by Express. We prepay freight charges on all
cable remittances. A radius of 100 miles on paid purchases only at
\$5.00 or less.*

from them those interested in getting business by mail can probably obtain some valuable suggestions.

POSSIBLY.

New York has passed a queer statute recently. It has made it a misdemeanor for an advertiser to make false statements in his advertisements. Possibly this may account for the seeming reluctance of some of the big dailies to publish their circulation figures.—*Agricultural Advertising.*

THE ADVERTISING LIAR.

There used to be an old colored "aunty" down in Charleston, who did a thriving business along Wentworth street. Her stock in trade consisted of vegetables, and berries when in season, which she carried around in a basket poised upon her head. She advertised her approach by a shrill piping treble which once heard was never forgotten. When business was dull with this thrifty old vendor of "sibby beans," "okra-n-tomartus," and the produce in hand a drug on the market, she resorted to a trick of the trade, that never failed to bring the indifferent housewife to the front window. The whole street would be surprised some morning to hear her familiar voice announcing "straw-berries," a month in advance of the real thing. Upon inquiry as to the price of the berries, she would confidently announce to the appetite-whetted customer:

"Lor, now missy, yu' know I ain't got no straw-berries. Jist want ter git yu' ter cum ter de do', but dese sibby beans sut'nly am mighty nice an' fresh."

The old Charleston darky has her counterpart in a great many advertisers who seem to think that her plan is all right. I am glad, however, to note one exception to this custom.

Washington B. Williams, a furniture dealer of Washington, D. C., says in a recent ad, "We have never stooped to offering such 'cheap truck' that when you come to buy it, we are obliged to tell you that it is worthless and then try to make you buy something else at a higher price." There are a whole lot of sermons in this simple announcement, and the text is "Honesty is the best policy."

Every one who is accustomed to reading newspaper advertisements will recognize the prevailing tendency this Washington advertiser is striking at. By some men it is considered quite the correct thing to gold-brick a customer into their stores, by a deceit, and then endeavor to sell him a higher priced article.

An F street men's furnisher displayed in a window some fine looking shirts, over which was a conspicuous card bearing the legend "Only 39 cents." Of my own personal knowledge, I know of half a dozen people who were attracted by the low price presumably affixed to a high-class article, and went into that store to inspect and buy, when they were treated to the interesting discovery that the price-card had nothing to do with the shirt, but that it was affixed to a leather belt behind the shirt, and which was scarcely discernible from the street. The whole thing had such a thin veneer of honesty about it that those people turned away in disgust, and it would take something akin to a surgical operation to make them think well of that particular advertiser.

A similar instance of that mistaken policy is that of a coal dealer who conspicuously advertised "white ash stove for \$3.89," who with delightful *sang froid* assured each inquirer that "he wouldn't want that coal," that it "would pay him to get a better quality," etc., ad nauseam.

This custom in the eyes of some people may be considered "good business," but in the opinion of honest folk, it is but one remove from "obtaining money under false pretenses." It brings into play the same class of genius which enables the green goods man or a gold brick expert to make the grand change.

EDWARD A. OLDHAM.

"The advertising man of that weekly paper looks mad every time he hears a freight train come up the grade," observed the Cheerful Boarder.

"What's the trouble?" asked his friend.
"He hates to think of so much puffing and no one paying for it."—*Spokane Review.*

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

ARKANSAS.

Beebe (Ark.) *White County News* (2).—Is the only all-home print newspaper published in White County, and the average circulation for the past six months has exceeded 1,000 copies per week. As an advertising medium the *News* is excelled by few papers in the State. Sample copies and advertising rates furnished on application.

CALIFORNIA.

San Francisco (Cal.) *Bulletin* (2).—With one exception the *Bulletin* is the only San Francisco paper, and with but two exceptions the only newspaper in California, that absolutely guarantees and proves its circulation. When, in addition to its large circulation, the high character of the *Bulletin*, which is well known, is considered, there can be no question that there is no better advertising medium on the Pacific Coast. Now issues a Sunday morning edition, with a circulation exceeding 35,000, guaranteed by the Advertisers' Guarantee Company.

San Francisco (Cal.) *Park News* (2).—The advertising space in this paper is valuable, more so than the daily paper. First, it is not so large that a good ad is lost. Second, it reaches the people during their leisure, when their minds being unoccupied with other matters, they are ready to read any and everything. Third, it is chiefly read by wives and mothers who are buyers, and to whom consequently the advertiser wishes to address himself. Fourth, the *Park News* has the largest circulation of any weekly paper on the coast, and all it asserts of itself is true. It reaches people who do not always get Eastern papers and magazines in their hands, and consequently the general advertiser can, through the *Park News*, reach a large number whom he otherwise misses who are buyers and open to plain talk about good things. We know from our own experience and that of other advertisers that the returns are good from an ad in its columns. We guarantee that fifty dollars invested with the *Park News* will bring larger returns than the same amount spent in any other advertising medium.

Atlanta (Ga.) *Journal* (1).—The magnificent manner in which the *Journal* published the war news brought it thousands of new subscribers, until their circulation reached over 50,000. They retained a great many patrons, and have now come through the fray with 37,566 copies guaranteed, and are printing no extras. This circulation has never been reached by any other Southern daily, and advertising rates remain the same. Advertisers will find the *Journal* an invaluable medium, and an order

will convince the most skeptic of its pulling qualities.

ILLINOIS.

Chicago (Ill.) *Carter's Monthly* (2).—Our guaranteed circulation at the present time is 20,000 copies per issue. No part of this circulation is wholesaled out to any individual or firm, each copy being paid for at the regular price of the magazine.

Chicago (Ill.) *Conkey's Home Journal* (2).—Our October edition is 85,000 copies, and we shall print 90,000 for November. *Conkey's Home Journal* is proving, cost considered, one of the best mediums for advertising articles that interest women and are used in the home.

Chicago (Ill.) *Facts and Fiction* (2).—Beginning with our next issue, the November Book Number, we guarantee an absolute circulation of 50,000 copies monthly, which will continue to increase with every issue until April, when we guarantee 75,000. This will be increased monthly, until September we guarantee 100,000 copies. From that time forward our increase will be noted, and we will be one of the foremost high-class mail-order periodicals in the United States. The foregoing circulation is subject to proof—no proof, no pay.

Chicago (Ill.) *Fosterlandet* (2).—Our paper is considered one of the standard papers of this city, with a circulation of fourteen thousand subscribers.

Chicago (Ill.) *Modern Machinery* (2).—We now guarantee you a circulation of 9,000 copies per issue, most of which goes to readers in the Central West and the mining properties in the farther West. We also have a growing circulation in the South and in Mexico. The points about *Modern Machinery* of special interest to advertisers are its large bona fide circulation, the fact that we reach not only the practical engineers, machinists, electricians, etc., in charge of work, but also officers of companies by whom they are employed.

Mattoon (Ill.) *Star* (1).—Largest weekly circulation of any paper between Chicago and Memphis, and between St. Louis and Indianapolis. Circulation—daily 1,230, weekly 4,330.

Quincy (Ill.) *Reliable Poultry Journal* (2).—At present we positively guarantee an average circulation of 35,000 copies per month and during the past year have averaged better than 29,000 copies per month. Only once in the last fifteen months have we issued less than 30,000 copies and then we did so by mistake, printing 25,000, which edition was exhausted before we had supplied our regular demands. We have never made a misstatement in regard to our circulation and stand ready to prove every claim made.

INDIANA.

Indianapolis (Ind.) *Farmer's Guide* (2).—Is read by more Hoosier farmers than any weekly agricultural paper. It is a 16-page, 64-column journal. It is the only paper in the State enjoying the distinction of being edited by actual farmers. Its yearly price is fifty cents. It has no delinquent subscribers. Its readers pay for the paper before they get it. Its large list

EXPLANATIONS.

- (1) From printed matter emanating from the office of the paper and used in connection with its correspondence.
- (2) Extract from a letter or postal card.
- (3) Extract from the columns of the paper appearing either as advertising or reading matter.
- (4) By word of mouth by a representative of the paper.

makes the low price possible. Its appearance is neat, good paper and good presswork. Advertising rates are low.

South Bend (Ind.) Tribune (2).—Is Northern Indiana's leading newspaper. It guarantees a larger circulation than any daily published in Northern Indiana can swear to. It has probably the finest plant of any daily in a city of 33,000 people to be found in the Middle West. It is printed from a Hoe perfecting press and is in every sense an up-to-date newspaper. We confidently believe any advertising placed in the *Tribune* will prove satisfactory.

IOWA.

Burlington (Ia.) Hawkeye (1).—We cover the first, sixth and eighth congressional districts thoroughly, and the fifth quite extensively. We circulate nearly 1,000 copies of our daily each issue in Henderson, Mercer, Warren and Hancock Counties, Illinois, and over 500 copies daily in Northern Missouri. Circulation of *Daily Hawkeye* in city of Burlington 2,500 copies.

Muscatine (Ia.) Journal (1).—We guarantee that no issue of the daily is less than 1,200 and no issue of the tri-weekly is less than 2,400 copies. We cover thoroughly Muscatine County, including the towns of Wilton, West Liberty, Nichols, Conesville, Atalissa, and in Louisa County the towns of Letts, Grandview, Columbus Junction and Wapello. We also have a fine circulation in Rock Island and Mercer Counties, Illinois, as well as along the line of the B. C. R. & N. Railway, west. We guarantee the largest circulation of any daily paper published in Muscatine County. See sworn statement in every issue of actual circulation.

KANSAS.

Hiawatha (Kans.) Brown Co. World (1).—No country weekly in the State has a larger circulation than the *World*—2,950 bona fide subscribers.

Newton (Kan.) Kansas Volksblatt (2).—Is the only German newspaper in Kansas that is an eight-page, all-home-print paper. In Harvey and the five surrounding counties there are nearly 20,000 Germans, and there is no better way to talk to them than through their favorite paper, *Das Kansas Volksblatt*, the foremost German newspaper in Kansas. These six counties are the home of the famous Mennonite, a synonym of stability, industry and prosperity.

MAINE.

Augusta (Me.) Lane's List (1).—*Lane's List* of five monthly papers reaches over 700,000 families each and every month. Over three and one-half million family readers see these papers each edition.

Augusta (Me.) Maine Farmer (2).—The guaranteed circulation of the *Maine Farmer* is 10,000.

MARYLAND.

Baltimore (Md.) Atlantic Baptist (1).—The only Baptist paper in Maryland. Circulation, 1,500.

MASSACHUSETTS.

Boston (Mass.) Child Study Monthly (2).—Actual circulation is ten thousand copies monthly. Over eight thousand copies go to yearly subscribers.

Boston (Mass.) Youth's Companion (1).—Three generations of Americans are readers of the *Companion*. In thousands of homes the paper is the welcome friend of young and old—read with equal interest by every member of the household. The *Companion* has the largest weekly and subscription circulation in the world.

Lowell (Mass.) Sun (1).—Has a larger circulation than any two papers published in Lowell. Is the only Lowell paper that furnishes a detailed sworn statement of its daily circulation. Daily average circulation for September, 1898,

12,458 copies; daily average for first nine months of 1898, 12,657 copies.

New Bedford (Mass.) Evening Standard (1).—Circulation: Average for June, 12,555; July, 12,514; August, 11,820; average for three months, 12,206.

Springfield (Mass.) Farm and Home (1).—Remember *Farm and Home* sends to advertisers once a quarter sworn statements of circulation. From November 1st it will give to advertisers the largest circulation for the smallest money of any agricultural paper published.

Worcester (Mass.) Spy (2).—The daily and Sunday *Spy* has a paid circulation of over 8,000 among the best people in and about Worcester, and is valuable as an advertising medium.

MICHIGAN.

Alpena (Mich.) Evening Echo (1).—Guaranteed circulation, 2,250 copies daily. Delivered daily by 127 Echo carrier boys to 2,000 Alpena homes. Only daily newspaper published in Northeastern Michigan.

MINNESOTA.

Minneapolis (Minn.) Housekeeper (1).—A publication which goes by mail into the homes of regular subscribers—people who have paid for it in advance—is sure to be well read and to wield large influence. When every issue reaches upwards of 120,000 such subscribers, all of them housewives, it can not fail to be a most profitable advertising medium. These conditions apply exactly to the *Housekeeper*. No other domestic journal so completely covers the West and Northwest.

Minneapolis (Minn.) Times (1).—In Minneapolis and the Northwest generally the best daily newspaper, patronized most by want advertisers, and by far the best want advertising medium, is the *Minneapolis Times*. Circulation reported and guaranteed by the Advertisers' Guarantee Company, Marquette Building, Chicago, Ill.

Minneapolis (Minn.) Tribune (1).—Geo. P. Rowell & Co., publishers of the American Newspaper Directory (in their latest edition, Sept. 1, 1898), accord the *Minneapolis Daily Tribune* the largest circulation of any daily paper published in the Northwest, as follows: Actual average daily circulation for the year 1896, 38,706; actual average daily circulation for the year 1897, 40,653; actual average daily circulation year ending July 31, 1898, 46,680. The *Minneapolis Sunday Tribune* is the biggest and best newspaper published west of Chicago and north of St. Louis. We invite comparisons.

St. Paul (Minn.) Farmer (2).—We guarantee 30,000 actual circulation, with not less than 28,000 paid subscribers on our list. The *Farmer* has made a more substantial growth in the past two years than any other Western agricultural journal, and now owns the best equipped plant of any paper of its kind in the West.

MISSOURI.

Kansas City (Mo.) Missouri Valley Farmer (1).—The only weekly farm paper published in Kansas City, and its circulation thoroughly covers Kansas, Missouri, Oklahoma, Indian Territory, Arkansas and Texas.

St. Joseph (Mo.) Millinery Economist (1).—We mail under cover of postage to 6,000 buyers in 1,900 towns, reaching from 18,000 to 20,000 readers, in a territory covering Missouri, Kansas, Nebraska, Iowa, Colorado, Oklahoma, Indian Territory, Montana, Minnesota, Oregon, North and South Dakota, Northern and Western Arkansas, Idaho, Wyoming, Northern Texas, New Mexico, Arizona and Washington. Strongest in the rotation given.

St. Joseph (Mo.) News (1).—Circulation over 18,000 daily.

St. Louis (Mo.) Laryngoscope (2).—The for-

mer stated circulation last season was "over 2,000"; our present circulation is "over 3,000." Circulation is certified by post-office receipts, and each copy reaches the desk of actual subscribers and medical exchanges.

St. Louis (Mo.) *Post-Dispatch* (1).—State of Missouri, City of St. Louis, ss.: Personally appeared before me, a notary public in and for the City of St. Louis, Mo., W. C. Steiglers, business manager of the St. Louis *Post-Dispatch*, who deposes and says that the bona fide circulation of the Daily and Sunday *Post-Dispatch*, for the first six months of 1898, after deducting all copies returned by newsboys and copies left over, spoiled in printing and unaccounted, averaged per day 119,188 copies of the Sunday edition and 106,975 copies of the daily edition, as per attested and itemized statements. W. C. Steiglers, Business Manager. Sworn to and subscribed before me the 29th day of July, 1898. Geo. W. Lubke, Jr., Notary Public, City of St. Louis, Mo. My term expires January 14, 1899.

St. Louis (Mo.) *Volkszeitung* (2).—The *Volkszeitung* respectfully calls your attention to the fact that it is now the most popular German daily newspaper in St. Louis, with a larger circulation among the purchasing class of the German-reading population of the city and vicinity than can be shown by any other daily paper published.

NEBRASKA.

Lincoln (Neb.) *News* (2).—We are practically the only evening paper in the State, outside of Omaha. Our circulation at present is about 8,000, and with our greatly improved facilities we see no reason why it should not be doubled within the next six months,

NEW YORK.

Binghamton (N. Y.) *Chronicle* (1).—The average sold copies of the *Chronicle* during 1898 will exceed 6,000 weekly. Every copy goes into the home of a buyer. Ninety-nine out of a hundred people in Binghamton will tell you that the *Chronicle* is Binghamton's best paper.

Granville (N. Y.) *Sentinel* (2).—Has a circulation double that of any other Washington County paper and it would pay you to advertise in it.

Irvington (N. Y.) *Cosmopolitan* (1).—An increase of 50,000 in the circulation of the *Cosmopolitan* for the early months of the approaching new year, over the minimum guaranteed circulation of 1898, can be safely promised from the indications now at hand and the work in progress. We therefore do not hesitate to give you our formal guarantee that the smallest of the *Cosmopolitan*'s editions after January will not fall below 350,000 copies, with the possibility that by June next they will reach 400,000 copies.

New York (N. Y.) *American Exporter* (1).—The circulation of the *American Exporter* is among the importers of American goods in Great Britain and Europe, Australasia, Asia, Japan, Sandwich Islands, India, China, Siam, British colonies in Africa, and in all other parts of the world. *El Exportador Americano* goes to the importers and planters in Mexico, Central America, West Indies, Argentine Republic, Brazil, Chili, Paraguay, Uruguay, Peru, Porto Rico, Republic of Colombia, Venezuela, Spain, and all other countries occupied by the Latin races.

New York City (N. Y.) *Business* (1).—The acknowledged leader of its class of publications in the United States, and has the widest circulation of any paper in its class. *Business* appeals to the best class of business men and is most carefully read. Will not only sell your goods in this country, but will introduce them in foreign lands.

New York (N. Y.) *Christian Advocate* (1).

—You know, of course, it is the best religious family weekly paper published. It has the names and addresses of 40,000 families on its subscription list. It has also a high-grade record among good advertisers as a medium that pays to use. If you want to cover the country from a Methodist standpoint, it will aid you very much, as every State in the Union comes within the sphere of its influence.

New York (N. Y.) *Evening Post* (1).—It is economy to use those advertising mediums that are consulted for a special class of advertising and are known to yield the best results. The leading schools and colleges have advertised in the *Evening Post* for many years. During 1897 the *Evening Post* contained 95 per cent more educational advertising than any other New York evening paper. The list is a representative one, and its increasing size makes it of greater value both to the reader and the advertiser.

New York (N. Y.) *Leslie's Illustrated Weekly* (2).—The Christmas number of our *Weekly* is the finest issue of the year; has the largest circulation. We predict a circulation exceeding two hundred thousand copies.

New York (N. Y.) *Mail and Express* (1).—Dry goods advertising in the *Mail and Express* showed an increase of 1,813 agate lines in September, 1898, when compared with the same month of 1897. In September this year the *Mail and Express* printed 52,369 agate lines of this class of advertising, while the next high-class paper on the list printed 22,465 agate lines less than the *Mail and Express*. The *Mail and Express* carries more advertising than any other evening paper in New York, and its circulation is greater than all the other high-class evening papers combined. "Every reader is a buyer."

New York (N. Y.) *Modes and Fabrics* (1).—It has taken years of persistent work to create a valuable prestige and an intelligent reading clientele in the co-operative field which the publishers of *Modes and Fabrics* have originated and fostered successfully for nine years. It has taken us that length of time to build up a bona fide circulation of over 300,000 copies per month, every copy of which is bought, and a liberal price paid for, by our co-publishers.

New York (N. Y.) *Press* (1).—The steady growth of *The Sunday Press* for the last two years demonstrates that it is the kind of a Sunday paper that is wanted by the reading public. Advertisers will do well to bear this in mind.

New York (N. Y.) *World-Wide Missions* (1).—To more fully cover the field of the Methodist Episcopal Church, you can add that excellent monthly paper, *World-Wide Missions*, which goes to the homes of nearly 200,000 individual subscribers to our Missionary Society.

Rochester (N. Y.) *Journal of Applied Microscopy* (2).—Our *Journal* has at present a circulation of 15,000 copies per month, which is rapidly increasing, and which, according to our present plans, will reach the neighborhood of 30,000 before the first of the year. The *Journal* reaches practically all of the better quality of high schools, academies and all of the universities and colleges throughout the United States in which scientific work is done.

NORTH DAKOTA.

Grand Forks (N. D.) *Herald* (1).—Why do you suppose we carry more foreign ads than any other paper in the State? Because we are the best medium.

OHIO.

Columbus (O.) *Advertising World* (1).—Circulation guaranteed over 10,000 copies monthly. Prove it any way the advertiser wants it.

Columbus (O.) *Press Post* (1).—Only daily paper in Columbus, Ohio, which issues a

sworn statement of its circulation. Average circulation 1896, 18,374; 1897, 19,419; 1898, 23,016. The only Democratic daily in Central Ohio.

Columbus (O.) *Press-Post* (1).—A larger paid circulation in Columbus than all other English dailies combined. A larger guaranteed general circulation than any daily published in Columbus.

Dayton (O.) *Press* (2).—The paper is now going to sixty-two post-offices and to more than five thousand country families who do not receive a daily paper, and for that reason makes the list all the more valuable.

Springfield (O.) *Farm and Fireside* (1).—Two editions—Eastern and Western. Eastern edition covers Ohio and all States East. Western edition covers all States west of Ohio. Average circulation, first seven months of 1898, 332,235 copies per issue. Indorsed by hundreds of agricultural advertisers who say it has no equal in returning profit.

Springfield (O.) *News* (2).—Is nearing the completion of its twentieth year. It has a sworn circulation of over 5,000, and reaches both city and farm readers in six counties and thirteen towns surrounding Springfield, a territory embracing 300,000 population in the most prosperous farming and manufacturing part of Ohio.

Toledo (O.) *Medical and Surgical Reporter* (2).—We circulate 6,500 copies per month.

Warren (O.) *Chronicle* (1).—The *Daily Chronicle* was the first to enter the field and has always kept far in the lead. The demand upon its columns has made it necessary to enlarge the paper from time to time, until it is now twice the size of the first issue, a convincing argument in proof of its popularity, and consequent value to advertisers. Its claim to the largest circulation of any daily paper printed in the city or county is sustained by sworn

OKLAHOMA.

Guthrie (Okla.) *Leader* (1).—Its circulation covers Oklahoma Territory—daily reaches every city and town in the Territory; weekly reaches every post-office and is found in the homes of the farmers throughout the Territory.

PENNSYLVANIA.

Pittsburg (Pa.) *Post* (3).—The tenth day of September not only is the anniversary of Perry's victory on the Lakes, but is the birthday of the Pittsburg *Post*. Its first number was issued from the old building on the corner of Wood and Fifth avenue, where the First National Bank is now located, on the 10th of September, 1842, fifty-six years ago. The *Post* is therefore of full age and entitled to speak for itself. We believe it has an honorable and useful record of service, not only to the city, State and country, but to the Democratic party. It started as a Democratic paper, and during its fifty-six years of vigorous life has always been true to the faith, with a widening influence every year. The *Post* was never so prosperous, never so widely circulated, never so rich in evidences of public confidence as it finds itself on this anniversary. This we attribute to the fact that it seeks to combine conscience with enterprise in its news service, and in its general conduct to maintain a high standard of excellence and integrity. The people have shown their appreciation, and that is the reason that the Pittsburg *Post* leads all other daily papers in the city in the extent and representative character of its circulation. It prints the most papers and they go into the best hands.

TENNESSEE.

Chattanooga (Tenn.) *News* (2).—Now has a guaranteed circulation in excess of 10,000 copies daily. It is undoubtedly one of the best "want" mediums in the South.

Chattanooga (Tenn.) *Times* (1).—I solemnly swear that the average circulation of the Chat-

tanooga (Tenn.) *Daily Times* from the six months from March 1, 1898, to September 1, 1898, was over 9,500; the Chattanooga (Tenn.) *Sunday Times*, in the same six months, was over 13,000 per Sunday. (Signed) Geo. W. Ochs, Publisher. Sworn to and subscribed before me this 10th day of September, 1898. W. S. Weitzell, Notary Public.

Knoxville (Tenn.) *American Homes* (1).—Although it furnishes a large number of elegant, handsome and attractive house designs and plans, these are accompanied by practical, common sense articles, to instruct as well as interest readers; therefore it appeals to an exceptionally desirable class which has money to spend for desirable articles to be used in constructing, maintaining and adorning the home. The circulation has no boom features nor sample copy padding, and is steadily growing. Its value to advertisers is unquestioned by those who have tried it, and will prove itself to those who have yet to do so. Architects, contractors and builders find it an invaluable aid, and advertisers find them valuable allies. No reading notices are sold to any one for any price. Articles of merit which the editors can command will receive fitting mention entirely free. This does not depend on an order for space.

Knoxville (Tenn.) *Tribune* (1).—Daily thoroughly covers East Tennessee, Eastern Kentucky, North Georgia and portions of the Carolinas and Virginias. Largest circulation in this section. Official organ of the State of Tennessee.

Nashville (Tenn.) *Southwestern School Journal* (1).—Has a circulation in every State in the South.

TEXAS.

Dallas (Tex.) *Texas Stock and Farm Journal* (1).—The Advertisers' Guarantee Company, of Chicago, hereby certified that it has, by its expert examiners, proven and attested the circulation of *Texas Stock and Farm Journal*. The weekly average paid circulation for the month of July, 1898, was 14,107 copies. This is guaranteed to the advertisers of the country by a bond of \$50,000 in the Fidelity and Deposit Company of Maryland, deposited with the Northwestern National Bank of Chicago. Advertisers' Guarantee Company, by J. R. Mason, President.

VERMONT.

Burlington (Vt.) *News* (1).—The average circulation of the *News* in Burlington in July was 2,784. According to the United States census there are in Burlington 2,445 dwellings and 2,916 families. We supply more than one copy for every dwelling, a copy for almost every family. No other paper in Burlington circulates half so many copies in this city; none covers this territory so well.

WASHINGTON.

Spokane (Wash.) *Spokesman-Review* (1).—The *Twice-a-Week Spokesman-Review* circulates over 12,000 copies each issue among farmers, miners, fruit growers and stock raisers throughout Washington, Oregon, Idaho, Montana and British Columbia. It is a high-grade, carefully-edited semi-weekly in which subscribers have confidence.

WISCONSIN.

Fort Atkinson (Wis.) *Hoard's Dairyman* (1).—Circulation 25,000.

Janesville (Wis.) *Gazette* (1).—Reaches nearly 7,000 homes in four rich counties.

Milwaukee (Wis.) *Der Seebote* (1).—The only German Democratic weekly and semi-weekly in the State of Wisconsin. Reaches an exclusive class of people reached by no other paper. Has the largest circulation in Wisconsin of any German weekly or semi-weekly. It is a family paper and reaches the homes of the people, making it an excellent advertising medium.

NOTES.

MR. GEO. P. CASH, 2,429 North Tenth street, Philadelphia, offers for sale lists of people in Eastern Pennsylvania.

MR. DIXIE edits a department in PRINTERS' INK so intelligently that it will pay any one to study it carefully.—*Seattle (Wash.) Trade Register.*

THE Roland P. Ressea Co., advertising agents, of the St. James Building, New York, devote themselves entirely to advertising in class publications.

THE advertisements of all *hotels de luxe* in Europe contain this inducement: "American lift," meaning an elevator, the same as used in hotels in this country.

HERE is a business advertised in a booklet about European hotels: "Experienced packers for ladies' dresses sent to hotels." Why isn't there an opening for such an enterprise in the large cities in this country?

HOPKINS & KAUFMAN, of this city, have a unique way of advertising their cigar, a Nut Shell. They are distributing as their novelty a common walnut shell which contains fifty miniature cigars made of tobacco and by hand as the original cigar is. A permit for this was given by the internal revenue department.—*Portland (Me.) Argus.*

THE Brooklyn Eagle job department underlines the address on its envelopes in this fashion: "Competitors may sometimes cut under our prices, but in the long run we have found that when our customers bought at less than our figures, there was a difference in quality, which explained the difference in price. Our motto is: Lowest prices consistent with good work."

THE editor of the Clarion was a very patient man, says the Washington Star. A startling crash from the direction of the composing room caused him to push his spectacles up on his brow and cease writing. When he found that the boy had let the first-page form fall on the floor, where it lay in an incoherent mass, he shook his head reproachfully and exclaimed, "Lemuel, I do wish that you could manage to break the news more gently."

ON October 4th a number of the advertisement writers of New Orleans met for the purpose of organizing a club, the object of which is to be the improvement of advertising, the exchange of ideas and mutual benefit. The following gentlemen were present at the initial meeting: Messrs. C. I. Jarvis, J. S. Morrill, Julius Myers, L. L. Lazarus, A. B. Chivers, C. F. Foster, Maurice Switzer, Gustav Levy, Maurice Kreeger and W. N. Bucklin. A permanent organization was effected. W. N. Bucklin was elected president, and Maurice Switzer secretary.

THE first dinner of the season of the Sphinx Club was given at the Waldorf-Astoria Oct. 12th last. The special features of the evening were a paper on "Advertising in Some of its Phases," by Frank A. Munsey, and the attendance of a deputation of prominent Canadian publishers consisting of J. S. Willison, W. T. Maclean, M. P. Lieut.-Col. J. B. Maclean, and W. Sanford Evans. Excellent addresses were made by Messrs. Willison, W. T. Maclean and W. Sanford Evans on behalf of the Canadian press, and by Mr. W. M. Laffan of the *Star*, and others. There was a very large attendance.

FROM October 5th to October 6th there was a general conference at the home office of Mast, Crowell & Kirkpatrick, of Springfield, Ohio, between the heads of the various departments and editors, at which various matters connected with the vigorous pushing of the *Woman's*

Home Companion and *Farm and Fireside* were considered. Mr. Joseph A. Ford, the representative at Chicago, and Mr. C. A. Montgomery, the representative at New York, were both present, the advertising question being an important one. October 4th the firm gave a supper at the Arcade. The amount of advertising carried at the present time by both publications is large and in excess of previous years.

Hide and Leather, of Chicago, announces that it has recently "obtained a list of the shoe and leather manufacturers, tanners and leather dealers of Mexico, to each of whom, on November 5, a copy of the regular edition of *Hide and Leather* will be mailed. This list was compiled by a man who has traveled many years on business in Mexico, and who secured the names from the secretaries of the various States in Mexico, where the system of taxation is very incisive. No business house can escape official vigilance. Every advertisement will be translated by *Hide and Leather* into Spanish, and will appear in bold brilliancy. This enterprise marks the first time in the history of Mexico that a shoe and leather manufacturers' journal has covered the entire field of Mexican shoe and leather manufacturers." Advertising rates for Mexican supplement are given as follows: One-eighth page, \$10; one-quarter page, \$18; one-third page, \$23; one-half page, \$30; full page, \$55.

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IN GERMANY.

The fake advertiser has a hard time of it in Germany. Recently a Hamburger advertised an "infallible grease eraser." Nine of his competitors lodged a joint complaint against him for "unfair competition" on the ground that his eraser was not infallible. The judge appointed an expert to make grease stains on garments and other fabrics, and then ordered the defendant to remove these stains in court with his eraser. The eraser proved lamentably unequal to the task, and the defendant was fined 100 marks (\$25) and costs. He has now altered his advertisements. The German judges are down upon sham sales. A man who had falsely advertised that he was selling out upon retiring from business was fined 300 marks (\$75). Others have been fined for falsely advertising "sale after stock-taking" and "sale on account of removal." At the Leipzig Exhibition of 1897 a firm showed what purported to be a model of their factory, including a building described as their "carpet-weaving mill." They were fined heavily, and an injunction was granted against them restraining them from referring to the imaginary "mill."—*Newspaperdom.*

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COPYRIGHT IN MEXICO.

The following synopsis of the Mexican copyright law is furnished by Consul General Barlow who resides in the City of Mexico:

There is no distinction between Mexicans and foreigners, provided the work in question is published in Mexico. The author enjoys the copyright during his life; at his death it goes to his heirs. He can dispose of it as any other kind of property in his possession. By proscription, however, his right expires in the course of ten years. The law concedes to the author the right of publishing translations of his works, but in this case he must declare whether he reserves his right to one or all languages. A foreign author not resident in Mexico must send power of attorney, drawn before a notary public and certified by a Mexican consul. This in its turn has to be legalized by the State Department of Mexico and protocitized, duly translated. For these operations \$25 is charged, and \$25 more for the work to be done in obtaining the copyright, including the value of federal stamps.—*Fourth Estate.*

NEW YORK.

*Mail and
Express*

**EVERY
READER IS
A BUYER**

"Abe" Lincoln

Once said: "You can fool some of the people all of the time and all of the people some of the time, but you can't fool all of the people all the time." Father Abraham probably had in mind the American advertiser when he evolved his great truism. A newspaper can fool an advertiser once in a while; it may fool him twice in a while, but it can't fool him all the while, because, when it fails to give him the expected returns, he withdraws his patronage and transfers it to a medium that will pay him. That's why some New York newspapers are not carrying as much advertising as they formerly did.

On the other hand, when a newspaper's circulation and advertising patronage go on increasing week by week, month by month, and year by year, like that of THE MAIL AND EXPRESS, it clearly demonstrates that a high-class, clean evening newspaper, that goes into the homes of the people, is appreciated, purchased and read, and that its advertisers get returns for the money they put out.

Just take the month of September, 1898, for example. During that month the advertising in THE MAIL AND EXPRESS increased 6,930 agate lines over the corresponding month of last year. The other high-class evening papers managed to lose 42,756 agate lines between them during the same period.

During the first nine months of 1898 THE MAIL AND EXPRESS printed 1,973,860 agate lines of paid advertising. This is a gain of 176,218 lines when compared with the same period of 1897, an increase of nearly 10 per cent. THE MAIL AND EXPRESS carries more advertising than any other evening paper in New York.

During these same nine months the next paper on the list printed 312,088 agate lines of advertising less than THE MAIL AND EXPRESS and lost 163,814 agate lines, when compared with the same period of last year. This was a loss of more than 9 per cent of its entire advertising patronage.

During the nine months ended July 31, 1898, the net paid average daily circulation of THE MAIL AND EXPRESS increased more than 100 per cent.

The circulation of THE MAIL AND EXPRESS is greater than that of all the other high-class evening papers of this city combined.

BORDER DESIGNED BY
CHAS. F. JONES
SUITE 101 WORLD BUILDING
NEW YORK.

"Every Reader is a Buyer."



A DARK SECRET

If you have goods to sell and want to keep your business a secret—don't advertise it.

If you want people to know that you are selling goods you **must** advertise.

If you want buyers for general goods appeal to the women—right in their homes.

The best medium for this purpose is the local weekly—every line of it is religiously read—advertisements and all!

Fifteen hundred such local weeklies comprise the list of **THE CHICAGO NEWSPAPER UNION**, circulating through the populous States of Illinois, Indiana, Iowa, Ohio, Wisconsin, Michigan, Minnesota, Nebraska and South Dakota and going into the homes of people able and willing to buy.

Write for rates to

THE CHICAGO NEWSPAPER UNION

10 SPRUCE ST.,
NEW YORK.

93 SO. JEFFERSON ST.,
CHICAGO.

THE SPECIAL AGENT.

C. J. Billson, the well-known newspaper representative, has scored another success, but in a field outside that of advertising. Like a number of other prosperous special agents, Mr. Billson resides in New Jersey, where the fine roads and the opportunities for driving, especially in the vicinity of Orange, where his home "The Willows" is located, afford opportunities for the development of high-grade horses. In this section of New Jersey the event of the year to horse owners is the Morristown Horse Show, which brings out the best stock in the surrounding country. In point of merit, it ranks with the annual horse show in New York, as many of the entries at Morristown are afterward shown in New York. Socially it is the event of the season. At the recent show, Mr. Billson was induced by his friends to enter one of his teams. He consented reluctantly, although the merits of the horses were well known to him. The team is composed of Dude, bay gelding, seven years old, 15.2 hands high, and Dandy, full brother, eight years old, same color and height. Although there was great competition in every class in which the horses were entered, they came out with honors. In the class for teams, they took third prize, among nineteen entries. In singles, third prize, among sixteen entries, and in the sporting tandem, with Dude at the wheel, the first prize was awarded. In view of the fact that Mr. Billson keeps his team simply for ordinary family use and that they were entered in the horse show without preliminary preparation, their record was extremely gratifying.—*The Newspaper Maker.*

AFTER ALL.

After all the advertiser is after results, and cares little for anything else. Sometimes he cares too little. He sees the results but he doesn't go farther and inquire if he is getting the best he could for his money. Getting good returns and getting the best are as different as getting a good salary and getting a better one.—*Agricultural Advertising.*

DEFINITIONS.**NOT FROM STANDARD DICTIONARY.**

Ad-am—Used to advance the sale of pork in London.

Ad-vice—Something given by those who have most need of it.

Ad-miration—Always shown by ad-smiths when speaking of work done by others.

Ad-dition—To be looked after most when advertising bills are rendered.

Ad-venture—A term used when buying the first dollar's worth of space.

Ad-amantine—Clauses in some contracts.

Ad-age—The length of time the space is to be used.

Ad-ap-t—The power shown by long-haired ad-smiths.

Ad-der—One who writes ads; see W. J. Lampton.

Ad-dresses—Dry goods announcements.

Ad-here—When it pays.

Ad-i-pose—Permanent conditions of ad-smiths.

—Fame.

ORIGIN OF "DEADHEADS."

Very few are aware of the origin of the word "deadhead," which is so frequently used in connection with theatrical representations. It is as follows: Many years ago the principal avenue of a town passed close to the entrance of a road leading to the cemetery. As this cemetery had been laid out some time previous to the construction of the road, it was arranged that all funeral processions should be allowed to pass along the latter free of toll. One day, as a well-known physician who was driving along this road stopped to pay his toll, he observed to the keeper: "Considering the benevolent character of our profession, I think you ought to let us pass free of charge." "No, no, doctor," said the gatekeeper, "we can't afford that; you send too many deadheads through as it is." The story traveled around the country, and the word "deadhead" was eventually applied to those who obtained free admission to the theater.—*Exchange.*

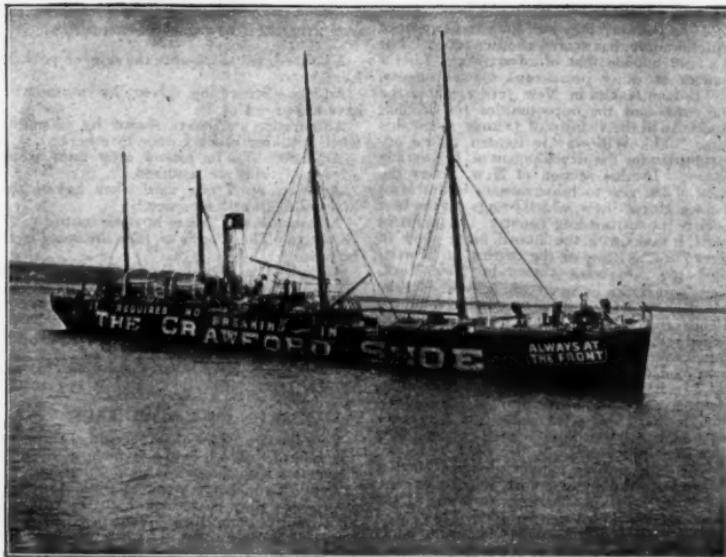
A free copy of the next issue of the AMERICAN

NEWSPAPER DIRECTORY will be given to the first person to prove that any paper described in the last edition is entitled to a higher rating letter than the one accorded.

The paper to which this card is addressed is rated



ABOVE is a reproduction of matter printed on a postal card that was recently mailed to every newspaper in the United States and Canada that is credited in the American Newspaper Directory with a circulation rating by letter. The letter rating accorded to the paper to which the postal card is addressed is, in each instance, affixed with a hand stamp within the quadrature. Ratings in Arabic figures are given to every paper willing to exhibit the facts, and letter ratings are accorded only to papers that withhold facts or state them with a lack of exactness that lays them open to a suspicion of wishing to dodge the issue.



314 Columbus Ave.,
BOSTON, Mass., Oct. 7, 1898.

Editor of PRINTERS' INK:

I inclose a photograph which, apropos of the failure of the Crawford Shoe concern, may prove of some interest to you. The picture is one of the steamer Venetian, wrecked in Boston harbor some years ago. While the wreckers were delaying in their work, through the

tardiness of the underwriters, the enterprising manager of the Crawford Shoe conceived the idea of utilizing the wreck as a mammoth marine advertisement, as it was in sight of all incoming and outgoing vessels. The photograph was taken by Mr. Charles Stone, of Waltham, Mass., from the deck of an excursion steamer coming up the harbor. Very truly,

FRANK N. HOLLINGSWORTH.

IN SANTIAGO, CUBA.

WASHINGTON, D. C., Oct. 15, 1898.

Editor of PRINTERS' INK:

Bearing upon the subject of the way in which the Yankee occupation, under Generals Lawton and Wood, is changing the face of things at Santiago, is the following passage from the letter of an army officer there to a comrade returned to the United States:

You remember Don Miguel, the little undertaker whom we "stuffed" as full as our command of brevet Spanish would allow, while he set up the wine for us at the dango round the corner? Well, the hospitable Don has been struck with the march of progress, and is modernizing things inside and outside his premises. Among other improvements, Tom Driscoll, a house painter from Savannah, one of the immunes, has been getting him up the English-speaking end of a new sign on a big sheet of white duck, which Miguel means to have translated into Castilian, when Tom is to duplicate it for the local trade. This banner for the outward walls of commerce is ready to receive its preservative coat of varnish, and here's the way it reads:

MIGUEL ORTEZ Y SALVAN,
FUNERAL DIRECTOR.
EVERYTHING POPULAR
and
LATEST AMERICAN STYLE.
First Come, First Served.
Call Early and Get the Best.

C. F. BENJAMIN.

AT THE HUB.

BOSTON, Oct. 15, 1898.

Editor of PRINTERS' INK:

Charles E. Fay, of Chelsea, Mass., gave an interesting talk on advertising before the New England Retail Dry Goods Association one evening last week. The Huntington Co., of Boston, give a year's subscription to a humorous paper called *Yours Truly* with every hat fastener they sell. The Boston *Traveler* invites its feminine readers to send in their views as to their idea of what a newspaper's "women's department" should be, and offers a prize of \$10 for the best essay on the subject, and it is interesting to note that many of the fair writers think that the papers should give more store news and shopping hints. A shoe man says it this way: "We fit your feet and pocket-book, too."

GERAL DEAN.

SARAH IS RAMPAGEOUS.

"THE COURIER,"
Sarah B. Harris, Publisher.
LINCOLN, Neb., Oct. 10, 1898.

Editor of PRINTERS' INK:

In the last number of your paper is a large advertisement animadverting on weekly newspapers, yet you continually solicit their trade. It is my purpose to send a letter to all the good weeklies in this country calling attention to that advertisement. Yours,

Sarah B. Harris

P. S. You revile weekly newspapers in every issue of PRINTERS' INK. It is time for the weeklies to return your vicious attacks by a complete withdrawal of patronage.

A REGAL HUNT.

HEMPSTEAD, N. Y., Oct. 17, 1898.

Editor of PRINTERS' INK:

I had seen the "Regal" ad in the magazines; they impressed me. The next pair of shoes I bought should be "Regals." The other day I went to New York almost specially to buy a pair. Before starting I looked up their ad in *McClure's*. "Stores in New York, Boston, Philadelphia," etc., but no addresses. Never noticed that before. Oh, well, I thought, must be plenty of them. Easy to find. On Fourteenth street I inquired in several stores for a Regal Shoe store. The only one who could give any information "thought there was one on Broadway near Twenty-eighth street." I walked up Broadway to Thirtieth street, keeping a sharp lookout for "Regal Shoes." No sign of one. I turned back, and just below Daly's Theater saw a "Douglas" shoe store. Looked in the window. Shoes looked pretty good, and I had to have those patent leathers for the wedding I was to attend next day. I went inside and asked to see a pair. The salesman and I talked it over, and I came away with a pair under my arm, and the conviction that the "Douglas" was every bit as good as the "Regal." Now, the point I want to make is that "Regal" advertising falls short of being good advertising because it does not tell where "Regal Shoes" are to be found, unless ordered by mail. If they would shorten their cut to three-quarter page and put below it, in small type each month, the address of each store, it would be a better ad. Where there are so many reaching out for same customer, advertisers should leave nothing undone in stating where and how their goods can be found. I think I took more trouble to find that store than the average man would. Been kicking myself since when I think of the time I wasted over the fool advertisement. As for buying shoes by mail, I think too much of my feet for that.

W. A. DAWSON,
Hempstead, L. I.

IN INDIANAPOLIS.

INDIANAPOLIS, Ind., Oct. 7, 1898.

Editor of PRINTERS' INK:

"Something new in shoes," is the card a haberdasher has affixed to a line of sox. "Can we tempt you—soc?" is a neck-tie question.

GEORGE B. FORREST.

IN NEW YORK.

Adolph Block, an East Fifty-sixth street, New York, cigar manufacturer, whose vocabulary of English is limited, displayed in the show-window of his establishment the following sign :

WANTED
YOUNG GIRLS TO STRIP
EVENINGS.

The notice attracted so much attention and a crowd of boys that gathered in front of the shop gayed Block so unmercifully that he took the sign to a neighboring merchant and asked, "What is the matter of it?"

The sign was altered to read as follows :

WANTED
YOUNG GIRLS TO STRIP
TOBACCO.

National Advertiser.

CENTURY OLD FIRMS.

P. Lorillard & Co., 1760—Jersey City, N. J.
Walter Baker & Co., 1780—Dorchester, Mass.
W. H. H. Schieffelin & Co., 1790—New York.

Henry W. Jenkins & Sons, 1798—Baltimore, Md.

William P. Howell, 1787—New York.
The J. Gruber Almanack Co., 1797—Hagerstown, Md.

D. Landreth & Sons, 1784—Philadelphia, Pa.
Wm. Bond & Son, 1793—Boston, Mass.
Insurance Company of North America, 1793—Philadelphia.

F. W. Devoe & C. T. Reynolds Co., 1755—New York.
Shipping & Commercial List Co., 1795—New York.

American Bank Note Co., 1795—New York.
Providence Washington Insurance Co., 1799—Providence.

Hartford Fire Insurance Co., 1794—Hartford, Conn.

The Robert Smith Ale Brewing Co., 1774—Philadelphia.

George M. Steinman & Co., 1760—Lancaster, Pa.

H. C. Demuth, 1770—Lancaster, Pa.
C. A. Heinrichs, 1782—Lancaster, Pa.
Reigart's Old Wine Store, 1780—Lancaster, Pa.—*Truth.*

THE PEARLINE CARDS.

One of the features of the advertising of this firm which is worth special notice is the use of small picture cards. These are used in enormous quantities and are much in demand. It is worthy the attention of advertisers that these cards can be produced in large quantities at very modest prices, and in many instances do the work of advertising as effectively as booklets.—*Art in Advertising.*



The Last Drink
of Summer.

Winter and Rough Weather
are at the door.

"Twill not be long before you
miss the clink of the thin
glasses and the cooling sum-
mer beverages. The crushed
fruits, the fruit juices, the
frozen mints, etc., will soon
be a thing of the past. But
the man at our fountain will
continue his work just the
same. In place of these de-
licious summer drinks, we
will serve you with steaming
hot ones. Beef Bouillons,
Chocolates, Cocos, Clam
broth, Coffee, etc. Our foun-
tain will be just as popular
as ever.

Gregory's Pharmacy.

Our Business

is the exclusive representation of Western newspapers.

We speak to the advertiser and the general agent as the direct representative of the newspaper. We show him how he would benefit by its use, and point out to him its particular and individual merits.

We have built up a successful business. We know and are known to advertisers all over this country. We can—we do get business.

Do you publish a Western paper? IS YOUR FOREIGN BUSINESS ALL THAT YOU WOULD LIKE IT TO BE? Does it occur to you that we, who are on the ground, can do better than you in your distant city?

If you place your foreign business in our hands you will have all that successful advertising experience, good solicitors and thorough, systematic work can bring.

If the subject interests you, write to us. We have more to say.

THE E. KATZ ADVERTISING AGENCY,
230-231-232-233-234 Temple Court,
NEW YORK CITY.
118 Bush Street, San Francisco, Cal.

DOING BUSINESS BY FRAUD.

There are more ways than one of stealing a man's good name, and conspicuous illustrations of a new way that is becoming popular may be found on half a dozen signs in this town. For instance, one victim is a man whose name is known all over this country in connection with an article that he sells. Every box of his goods is stamped with a reproduction of his signature, that ends with a long flourish. A competitor has started in business on the same street, and according to his sign his name differs from the original dealer only in the first letter. His method of advertising is the same, and he is probably reaping some of the benefit of the first man's fame. Another victim of this kind of imitation is a company that spends hundreds of thousands of dollars annually in advertising. Blank, Johnson & Co. (that is not the firm name of course) have a rival in the business under the name of Blank, John & Co. The latter firm has copied the former's trademark as closely as the law allows, and spends no money on advertising. The similarity in the firm names is its best stock in trade. There are other illustrations of similar thefts of firm names that just escape being liable to prosecution under the law by a change of a letter or a syllable.—*New York Sun.*

SLIGHTLY MIXED.

Perhaps the most amusing instance of the ludicrous effects of wrong punctuation is afforded in the following description of the jubilee procession which appeared in an east Anglican weekly paper: "Next came Lord Roberts riding. On a gray Arab steed wearing a scarlet uniform, covered with medals on his head, a field marshal's hat with plumes in his hand, the baton of a field marshal on his rigid features, a smile of pleasure as he acknowledged the thundering cheers of the crowd."—*Kansas City (Mo.) Journal.*

A BARGAIN.

Mr. Strikyer—Confound it! The way they tax us is simply outrageous.

Mrs. Strikyer—How much is it, John?

Mr. Strikyer—\$199.98.

Mrs. Strikyer—Why, John, they've evidently marked them down from two hundred. Hurry up and take advantage of it.—*Truth.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

LEARN to draw by mail. CORRESPONDENCE SCHOOL OF ILLUSTRATING, 123 Broadway, N.Y.

WANT orders for circs., almanacs, catalogues, books; long runs only. P.C.O., Printers' Ink.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N.Y.

PERFECT half-tone cuts, 1 col. \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

LIVE advertising manager for live Western house wants similar position in East. Address "CHANGE," care Printers' Ink.

WANTED—Salesmen and jobbing trade to band e stamp pads and inks manufactured by THE JAMES STEEL CO., Little Falls, N.J.

PAY agents and novelty dealers \$5 per day, lady or gent. Must write now. Cut this out—may not appear again. UNION MFG. CO., B-6, Palatine, Ills.

PRINTERS' INK.

WANTED—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to KIPANS CHEMICAL CO., New York, for 10 samples and 1,000 testimonials.

I WISH to buy a country weekly or daily. Who wants to sell? Address with particulars and copy of paper, JOHN S. FARDEN, 3616 Bates St., Pittsburgh, Pa.

MANAGER desired position on a newspaper, where knowledge, hard work and hustle are needed. Eight years experience. Would purchase interest. DAY, Printers' Ink.

LETTERS wanted. Fresh cash mall orders. State dates, quantity, price for copy and outright sale. Submit sample. ROBT. H. INGER-SOLL & BRO., 165 Washington St., N.Y.

WANTED—Newspaper men to know that I have genuine bargains in weekly newspaper plants—in live business situations. C. F. DAVID, Confidential Agent, Abington, Mass.

YOUNG man with two years' experience in advertising desires position as assistant in advertising department of newspaper or periodical. Address "Y," Box 672, New York City.

WRITER and desk man of ten years' experience wants a position where honest, faithful work is appreciated. Can take charge of news room. Address "P. G. F." Printers' Ink.

EXPERIENCED, energetic newspaper man wishes to associate himself with, or acquire controlling interest of, a good weekly or monthly publication. Address, with full particulars, "FRANKLIN," care Printers' Ink.

"DIXIE," the industrial monthly, Atlanta, Ga., wants a wide-awake advertising man, competent to assist in editorial work. Good place for a "hustler" willing to put heart and brain in the work. Fair salary to start; advanced according to merit.

WANTED, PARTNER—An active newspaper man, who is satisfactory, can purchase half interest in an agricultural paper in the Central South, with bona fide subscription list over 5,000. Reasonable salary. Only \$1,300 required. Address "FARMER," care Printers' Ink.

WANTED—A newspaper. The advertiser, an experienced newspaper man, wishes controlling interest in a newspaper having prosperous possibilities—a daily newspaper in a town with forty thousand people or more. He has the experience and the necessary funds. Address, in confidence, "N. M." care Printers' Ink.

NEWSPAPER MEN'S EXCHANGE offers to publishers in need of competent editors, writers or reporters choice of better positions. To newspaper men seeking positions the Exchange offers advantages of cooperative system. Commission from positions filled: no charge to publishers. Particulars from NEWSPAPER MEN'S EXCHANGE, 21 Besse Bldg., Springfield, Mass.

WANTED—A missionary to labor with the American Tract Society and induce the Society to look at the death trap it at present maintains in its Spruce street sidewalk. When the pit is not open its cavernous mouth is veiled with an iron grating so poorly constructed and so warped out of shape that it is almost impossible that some woman or girl employed in the neighborhood has not yet broken a leg or dislocated a leg by slipping through. A suitable salary will be paid to a good man who will attempt this missionary work and influence this great Society to reform its evil ways. Address with references, PRINTERS' INK, 10 Spruce St., New York.

WE
WANT
HIGH-GRADE
ADVERTISEMENTS:
CAN WE GET OURS?
50,000 GUARANTEED CIRCULATION.
Rates: 25 cents per square line, each insertion.
All ads next to reading matter.
\$ 1.00 buys 4 lines \$ 14.00 buys 4 inches
1.25 " 5 lines 17.50 " 5 inches
1.50 " 6 lines 21.00 " 6 inches
1.75 " 1/2 inch 24.50 " half col.
3.50 " 1 inch 49.00 " one col.
7.00 " 2 inches 98.00 " half page
10.50 " 3 inches 196.00 " 1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 23-16 inches wide. Copy for an issue should reach me by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens Ga.

PRINTERS' INK.

ACCOUNTANT.

NEWSPAPER (or other) books opened, closed, examined. Special systems devised. **FRANK H. KNOX**, Troy, N. Y.

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

MISCELLANEOUS.

"NOX'EM ALL" Stories are hand-made, long filler, no added ingredients, equal to 5¢ cigar; \$15 per 1,000. Samples mailed, 25c. Sat. guar. **JNO. & JOS. LOBMLIEBER**, Wellsburg, W. Va.

NEWSPAPER METALS.

BLATCHFORD Linotype, Stereotype and Electrotype Metals stand a wider range of temperature than any other make of metals. **E. W. BLATCHFORD & CO.**, 54-70 N. Clinton St., Chicago. "A Tower of Strength."

NEWSPAPER INFORMATION.

FOR the latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**. Issued September 1, 1898. Price, five dollars. Sent free on receipt of price. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

NEWSPAPER CHANCES.

IHAVE a great opening for a newspaper man with \$10,000—another \$2,000, and several options did weekly plants in New York, New Jersey, Delaware, Penn. and New England. I have one daily and weekly and two weeklies, a little run down, in good locations, at the right prices. Fine opportunities to build up big paying plants quickly. **C. F. DAVID**, confidential salesman of newspaper plants, Abington, Mass.

BOOKS.

THIS is a history making period, and no editor or business man who desires a concise account of all events of the day can afford to be without **CURRENT HISTORY**. Published quarterly, profusely illustrated, at \$1.50 a year. No library, public or private, is complete without this great historical review. Write to-day for free specimen pages. Address **CURRENT HISTORY**, 3 Somers St., Boston.

AGRICULTURE.

IF you would reach the farmers, use the columns of **LIPPMAN'S ALMANAC**, one hundred thousand copies guaranteed, and the **Medical Almanac Books**, two hundred thousand copies guaranteed. For ten dollars we can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty years.

LIPPMAN BROS., wholesale druggists, Lippman's Block, Savannah, Ga.

FOR SALE.

\$1 BUYS 4 Lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Ten R·P·A·N·S for 5 cents at drugists'. One gives relief.

FOR SALE—An established trade paper at Chicago. Address "SALE," Printers' Ink.

FOR SALE—Six-column newspaper press 16x22, new; \$35. Address THE STAR, Scio, O.

HALF or whole interest in the best paying daily and weekly paper in the best manufacturing city in the Gas Belt. Terms cash. Address **WILL J. SPRUCE**, Elwood, Indiana.

OUTFITS, with new or second hand machinery—the most value for your money. Cash or terms. **AMERICAN TYPE FOUNDERS' COMPANY**. Branches in Boston, N. Y., Phila., B'l'to., Buffalo, Pittsburg, Cleveland, Cinn., Chicago, St. Louis, Minn., Kansas City, Denver, Frisco, Los Angeles, Portland (Ore.), Spokane, Dallas, Atlanta.

ADDRESSES AND ADDRESSING.

WANT up-to-date addresses, farmers and carpenters west of Pa. **EATON**, Lubec, Me.

CLASSIFIED ADDRESSES—Agents, invalids, trades, etc. Authenticity guaranteed. State class, quantity and secure rates. **F. R. CARTER**, Inc., 114 W. 34th St., New York.

MAILING MACHINES.

MATCHLESS mailer, \$12 net, "beats the beat'er." **KEV'DR DICK**, Meridian, N. Y.

HORTON MAILER (\$20 net), most exact, most rapid, most easily worked. For sale at all branches **AMERICAN TYPE FOUNDERS' CO.**

SUPPLIES.

VAN BIBBEH'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, LTD., 10 Spruce St., New York. Special prices to cash buyers.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

AMERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

40 WORDS, 5 times, 25 cents. **ENTERPRISE**, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 34th. Sample free.

RPUBLIC JOURNAL, Littleton, N. H., 2,000 circulation. Linotype composition. Send for rates.

BEST country advertising medium in Iowa. Circulation 1,800. **CASCADE PIONEER**, Cascade, Iowa.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,000. A good country paper at a great trade center.

THE YOUNGSTOWN SUNDAY NEWS offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 30c inch. Address NEWS, Youngstown, O.

THETIMES-UNION, of Albany, N. Y., is a clean, bright, original, independent and newsy paper, going among the very best people. Its large circulation makes it an exceedingly valuable advertising medium. **JOHN H. FARRELL**, editor and proprietor.

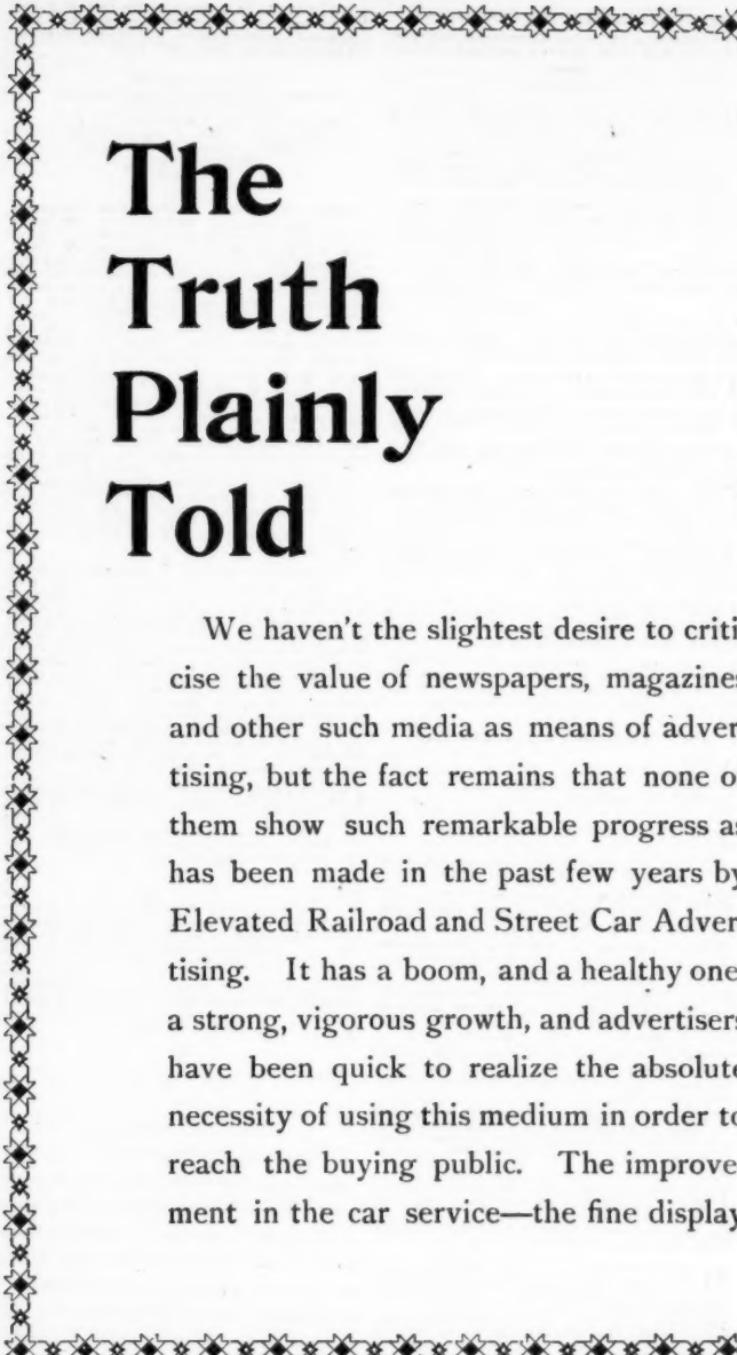
TEACH OREGON, Washington and Idaho progressive farmers via the **WEBFOOT PLANTER**, the leading farm journal of the Pacific Northwest. 5,000 copies monthly guaranteed. Write for rates and sample copy. They will interest you. **WEBFOOT PLANTER**, Co., Portland, Ore.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., N. Y.

To ADVERTISERS. We publish the **NEW YORK MUSICAL ECHO**, consisting of 32 pages and cover—pages 18x14—containing portraits of actresses, vocal and instrumental music.

If you want to contract for 500 copies, you to take them as you want them, we will give you the back page for your advertising and charge you six cents a copy for the ECHO. You could not give away anything to your lady customers that would be mere pleasure than the **NEW YORK MUSICAL ECHO**. Address

NEW YORK MUSICAL ECHO CO.,
Savannah, Ga.



The Truth Plainly Told

We haven't the slightest desire to criticise the value of newspapers, magazines and other such media as means of advertising, but the fact remains that none of them show such remarkable progress as has been made in the past few years by Elevated Railroad and Street Car Advertising. It has a boom, and a healthy one, a strong, vigorous growth, and advertisers have been quick to realize the absolute necessity of using this medium in order to reach the buying public. The improvement in the car service—the fine display

given the car cards—the brilliant showing made by careful advertisers—have caused

Street Car Advertising

to make great headway.

The sensible business man, the man who wants to spend his money to the best advantage, can not afford to ignore this kind of advertising. It will at least pay him to investigate the subject, to learn about the methods and the cost, the way the business is handled by us, our system of checking—our attention to even the smallest details. All of this information will be profitable to any advertiser, even though he decides not to do any car advertising at all.

We Charge Nothing for Advice.

**GEORGE KISSAM & CO.,
253 Broadway, New York.**

"One Sledge Hammer Fact Be

The Louisville C



IS
WHICH

PRINTERS' INK
the Louisville Courier-Journal

IT'S even more for the people of New York. It's not to be denied. While it enjoys a reputation for sprightliness alone in a field of its own, it has an enormous circulation.

Daily

Is regarded by both public and private among intelligent and well-informed men.

Outside of Louisville, it reaches the States of Indiana, Illinois, Kentucky,

It is a newspaper of distinctive character and importance that its editorials are quoted and copied throughout the country.

Its editor, Henry Watterson is a figure of great interest.

It is, in every respect, a foremost newspaper, recognized by general advertisers as a medium of great value.

We can tell you more about it if you like.

The Louisville C

*The Rookery,
Chicago.*

The S. C. Beckwith S

Better Than a Ton of Talk."

Courier-Journal

**IS THE PIVOT ON
WHICH THE WHOLE SOUTH
SWINGS.**

TERSINK SAYS: "What the New York Herald used to be to New York,
the Courier-Journal is to-day to the States south of Mason and Dixon's line."

more for the COURIER-JOURNAL is more to Louisville to-day than the HERALD is to New York. It is not to contend with the formidable rivalry that confronts the NEW YORK HERALD. It enjoys—proportionately—the same influence and prestige among the people—the same power spent no expense, no effort, no labor, when the news is to be gained, it stands quite alone of its own, while the big metropolitan daily has to contend with many journalistic giants in circulation. THE COURIER-JOURNAL

Daily, Weekly and Sunday

by both public and advertisers as the only newspaper in the city with a solid circulation among well-to-do people.

of Louisville the COURIER-JOURNAL has a large and rapidly increasing circulation in the states of Indiana, Illinois, Kentucky, Tennessee, Alabama, Georgia and Mississippi.

distinctive character—one of the few whose opinions are considered to be of such national importance. Its editorials are quoted all over the country.

is a figure of national importance.

is a representative American newspaper, largely patronized by local advertisers, and duly deserves a medium of great value.

about if you are interested. Write for information.

Times

**LEADING AFTERNOON PAPER AND
DOUBLE CIRCULATION OF ANY OTHER.**

with Special Agency,

**Tribune Building,
New York.**

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Ten cents a copy.
Subscription price, five dollars a year in advance.
Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30. or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Sub-cription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, OCT. 26, 1898.

INFORMATION is the foundation of every successful advertisement.

IT has been discovered that the editor of the *National Advertiser* is a dam faker. When he is full they bail him out.

GOODS can be sold without advertising. And a man can go from New York to Buffalo on horseback, but the "Empire State Express" is quicker and easier. Advertising makes selling easy.

MONEY spent in advertising is always wisely spent if the returns justify the expenditure. It makes no difference what the advertising costs, provided the results show that it was worth the price.

THE space is valuable according to what you put in it. Blank space won't sell goods. Space filled with a meaningless jumble of words might as well be blank. The more clearly, concisely, convincingly your story is told, the more valuable you make your space. What you say in it makes it worth less or more than you pay for it.

TALKING about Mr. Chas. L. Benjamin's article on "Puerto Rico as Manufacturing and Advertising Field" in PRINTERS' INK of October 12, the Boston *Globe*, on October 14, says editorially that "Mr. Benjamin's observations appear to be the most practical and reasonable of any that have yet fallen under our observation."

THE New York *Times* says it trebled its circulation within a week after reducing the price to one cent.

MAKE your space so large that every reader may see the ad without searching. The number of copies of the ad is not so important as the number that are seen. An ad big enough to be seen by every reader of a paper of 1,000 circulation is better than one in a paper with 10,000 readers, only one in twenty of whom read the ad.

THE hardware trade is well represented in the matter of directories. D. T. Mallett, of 171 Broadway, New York, publishes a directory of the wholesale hardware dealers in the United States, costing \$2 a copy; a directory of retail dealers, to be had for \$5, and a hardware directory of South America, Central America, West Indies and Canada, obtainable for a dollar.

MR. WM. MILLS DONALDSON, of the Donaldson Lithographing Co. of Chicago, a candidate for representative in Congress for the 6th congressional district of Kentucky, has issued a unique booklet to further his political aspirations. It contains a record of past elections for the same office, a map of the county and a portrait and sketch of Donaldson himself. As a piece of advertising it is unique.

SINCE the establishment and wonderful success of PRINTERS' INK, the tendency of weekly and monthly publications toward the smaller and more convenient page has been marked, and now the Boston Sunday *Journal* starts off in the lead among daily newspapers of the United States in adopting this new form. Custom and tradition are disregarded, the idea being to make a Sunday newspaper which shall be the best fitted to the needs and tastes of sensible people.

THE person who receives a specimen copy of an unfamiliar publication is apt to examine it with greater care than he would give to a periodical with whose appearance he has been acquainted for a long time. That is why "sample copy circulations" are often found valuable by advertisers who sell novelties and other ephemeral productions. Theoretically, a paper for which the reader does not pay is of no advertising value; but in actual practice the contrary is often found to be the case.

THE WEEKLY NOT IN IT.

"*THE TOPEKA MAIL,*"
 Arthur Capper, Publisher and
 Proprietor.
 Guaranteed largest circulation of any
 weekly newspaper in Kansas.
 TOPEKA, Kansas, Oct. 8, 1898.

Editor of PRINTERS' INK:

In PRINTERS' INK of October 6 I find the following editorial statement:

To a certain extent it begins to be true that the weekly newspaper is not read at all. People take weeklies because they used to take them, but they are of no use any more, except in the case of class journals, and papers that are published in the interest of an ism.

I am not at this time claiming that your position is incorrect. But permit me to call your attention to the fact that five years ago, that is in 1893, the circulation of this paper was 900, that in 1894 it was 1,650, that in 1895 it was 2,210, that in 1896 it was 4,516, that in 1897 it was 8,220 (these figures for '94, '95, '96 and '97 I have taken from the American Newspaper Directory), and to-day we have upon our subscription books 13,650 bona fide subscribers. The *Mail* is not a class weekly or a newspaper devoted to any ism. It has obtained 13,650 subscribers by making a first-class weekly newspaper. Five years ago there were twenty-three dailies in Kansas, every one of which had a circulation exceeding that of the *Weekly Mail*. To-day the *Weekly Mail* has passed every one of these dailies, with the exception, possibly, of one. I am not aware that the people of Kansas are different from the people of any other State. They are certainly up-to-date and progressive, and I believe the statistics show that the percentage of illiteracy is less in Kansas than in any other State in the Union except three.

Holding to the views that you do, how do you account for this peculiar situation in Kansas? Very respectfully,

ARTHUR CAPPER.

PRINTERS' INK invites the interested reader to send to Topeka for a sample copy of the *Capital* and a sample copy of the *Mail*, and, on receiving them, to compare the two papers and to ask himself: Supposing the cost of an advertisement in the *Capital* once a week to be the same as the cost in the *Mail* once a week, and supposing the circulation of the *Mail* and the *Capital* to be about the same, and supposing the cost of inserting the advertisement once a week in each paper for a year to be identical, to which would I give the advertisement, provided it was decided to use but one? PRINTERS' INK predicts that should twenty readers do this, nineteen out of the twenty will decide in favor of the *Capital*. Notwithstanding this probability, it remains a fact that the *Mail* carries more advertising than the *Capital* and sustains a higher rate card. All of which goes to show that advertisers, especially thoughtless ones, over-value the weekly. They are not influenced by judgment, but by tradition.

An advertiser who was appealed to

for an opinion in this case reports as follows:

"Having looked over a copy of the Topeka (Kan.) *Mail*, weekly, and the *Daily Capital*, I decided that if I had an advertisement to place in one of those papers I would select the *Capital*, if the circulation and price were the same.

"I then inquired of a friend who is connected with an advertising agency which paper he would select, all things being equal, and he replied that he would use the *Capital*.

"I made the same inquiry of an influential gentleman connected with the publication interests of a great co-operative combination of weekly newspapers, and he replied that he would give a preference to the *Capital*, yet he is more interested in placing business in weekly newspapers.

"I then consulted an advertising agent who had an advertisement running in both papers, and he said, after looking at them, 'I prefer the *Capital* at the same price.'"

The American Newspaper Directory credits the *Capital* with an average issue of 11,338 copies, and the *Mail* with an average issue of 9,024 copies. The price demanded for a one-inch advertisement in the *Mail*, once a week for a year, is \$36.40. For the same service in the *Capital* the charge is \$21.84.

Whoever makes comparisons of the comparative value and cost of dailies and weeklies will rarely find a weekly that comes out of the comparison as well as the *Mail* comes out of this.

ONE advantage of the newspaper over the circular as an advertising medium is that it not only prints your advertisement but attends to its distribution as well.

AN advertisement must have vitality in the same manner as a living being. No one knows what it is that makes the difference between a corpse and an animate body, but everybody recognizes that something is lacking in the one case that is present in the other. Many advertisements seem perfect in idea, language and mechanical construction, and yet lack the vital spark that attracts; others, imperfect in all the details mentioned, possess a magnetism that appeals to readers. To inject this quality into one's announcements is the great desideratum in advertising.

HOW PINS COULD BE ADVERTISED.

By Charles Paddock.

Almost everybody uses pins. Millions of them are used daily in this country by all classes of people, for all purposes. A pin, however insignificant it may appear, is an indispensable article to both sexes and all ages.

And yet, in spite of its constant and universal use, it is never advertised to the general public, and only occasionally in trade papers—that is, in mediums circulating among dealers. There are many pin manufacturers in the country; there are good and bad pins made and sold; but it has not appeared to be worth the while of a pin manufacturer to advertise his product to the people, proclaim its superiority over other makes, and strive to make it the popular brand.

It may be that pin manufacturing is profitable enough, anyhow, yet, as

POINTS ON PINS.

They're no good without—the points are everything. The finest points and best wire are in

YANKEE PINS.

Of All Dealers.

there is a natural competition in all trades—and competition nowadays compels advertising—it would appear to be the duty of the most progressive and enterprising pin manufacturer to advertise his goods so as to make them the standard articles.

As it is, pin buyers just ask for a paper of pins and get them, seldom knowing anything about the quality. The price is low, for the best made pins are not dear, but the points are often dull, the wire weak and soft, and the heads are hollow. A pin that has not a good, fine point has nothing to recommend it. The point and the strength of the wire are the true tests.

For from three to five cents one can buy one hundred and fifty pins, and this gives rise to the thought that probably the manufacturers may think that they are too cheap to advertise. It suggests another idea, viz.: that the people buy them for such a low price that they do not care whether they are

good or bad in quality. While this may be true in a few isolated cases, it is certain that pins intended for the use

SEE THE POINT?

PINS

BEST	NO
TOUGH	DULL
WIRE	POINTS.
FINE	NO
POINTED	BENDING

ASK FOR "YANKEE" PINS.
At All Dealers Everywhere.
YANKEE PIN CO., N. Y.

of milliners, dressmakers, tailors, pawnbrokers and kindred trades must be of a good quality in order to have a permanent sale. The same may be said of the pins that are used in offices and counting-rooms. Pins that bend under slight pressure and pins with dull points are an abomination to newspaper men and advertisers, who have usually to fasten together many leaves of MSS. copy or proofs in a hurry, and want the best pins for the purpose.

Ninety-five per cent of pin consumers do not know who made the goods or where they were made. They have no means of knowing, for even the colored paper in which the pins are stuck usually carries no information that bears on the subject. Sometimes it is a landscape picture that forms the cut at the head of the paper of pins, but no firm name or place of manufacture.

The manufacturer of reliable pins who has a desire to increase his business, yet does not advertise, must have a reason for his reticence. He either thinks that it would not pay him or that to advertise is unnecessary. As he has not tried it, he can not know whether advertising would pay him or not. Any business can be materially



increased by wise advertising, and no matter how profitable the trade may be, advertising can make it more so.

With the entire country as a constant patron there would appear to be no reason why the judicious advertiser of reliable pins could not double his business inside of a year or so.

Special advertisements would have to be used, of course, ads that specify the quality of the pins and explain wherein they differ from the ordinary brands. No large spaces need necessarily be taken in the newspapers. One inch is enough if displayed to attract attention, but changes might be frequently made to elucidate different points. A few suggestions showing what might be done in pin advertising in the space named are shown in this

BY SPECIAL WIRE

tempered, toughened and finely pointed, we are enabled to produce the reliable

YANKEE PINS.

No better quality made anywhere.

Sold by All Dealers.

article for the benefit of any pin manufacturer whom this article may induce to advertise.

THE VITAL NECESSITY.

There is no other one thing with which I have so much trouble as this lack of persistency among advertisers. They lack the nerve to fight long and hard. While they will expend a good deal of cash and energy in making a single plunge, they will grow tired if called upon to expend the same amount through a campaign of six months. The road to success is an uphill road all the way. Do not try to sputter. For a little way it goes easy and you get over the ground fast, but the goal seems all the further away when the nervous energy in that sputter is spent. There are but 40 per cent of advertisers who make their advertising pay. The rest never learned that persistency in advertising is the one vital necessity. They jumped into advertising without preparation in the way of the money to meet the expense or the experience to keep from wasting it. They failed to consider that the creation of trade through advertising was a long process. They plunged, got a little business for a time, and failed ultimately, or soon found that advertising was costing them far too much for the amount of business they did.—*Inland Printer*.

FOR THE RETAILER.

There are a dozen or more advertising journals published in the United States exclusively for the retailer. These journals give the country merchant a good share of space. So, also, do many other journals which cover a broader field of general advertisers. The principles of city retailing will apply to country retailing, though the two differ in details. Many country retailers would be better off if they would study to apply city principles to their business.—*A Sense, Chicago, Ill.*

IN INDIANAPOLIS.

At the late bicycle meet in Indianapolis a number of queer advertising schemes was noticed. The *Sentinel* tells about some of them:

"The first of the fakirs was a man with legs about fifteen feet long, who came striding down Washington street with an army of urchins following. He carried a tin megaphone through which he heralded the advantages of a certain wheel. Suddenly two men rigged out as monkeys, riding a tandem, burst on the scene. They had the monkey skin, the monkey face, and the gibbering look. Placards pinned to their backs told of the merits of a certain wheel. Then there was the 555-pound fat man. He wore a sweater with a waist expanse about the size of a hogshead, and in large black letters was the name of the bicycle he represents. Then there was the man who rode about the city perched about fifteen feet high on the extended longitudinal framework of an ordinary bicycle. He created all kinds of excitement by darting in front of street cars on crowded streets and performing all sorts of perilous feats. Of course there was attached to the framework of his wheel the name of the bicycle he was 'plugging' for. The number of 'Hey Rubes' in the city was a caution. They all had legends about them somewhere heralding the fame of some bicycle or bicycle-gear. There was one particularly clever artist of the hayseed character, who strode down the streets wearing an old white slouch hat, with a brim nearly a yard wide, one pantaloons leg in his boot and the other out, a scraggy fringe of whiskers and such a look of inexpressible amazement at the sights to be seen around him that everybody paused and passed compliments on the cleverness of the make-up. The salaries paid to some of the most clever of these advertising fakirs are said to be large. Where large bodies of wheelmen meet they make a deeper impression of the merits of goods than any one except the shrewd advertiser would suspect."

WHAT ADVERTISING IS.

Advertising is giving information to possible buyers about the goods you have to sell. It is telling a plain story in a simple, direct way. If advertisers would all realize this and learn to do without making overstatements or understatements, or filling their space with a lot of rubbish that has no business there, how much more successful advertising would be! The more nearly an advertisement describes the goods it is trying to sell, the more successful it will be. I don't mean by this that you must explain every point. Let your customers get some of them for themselves. They will think more of the goods and more of the salesman, the advertisement and themselves. But a good hint and a few of the main points are always allowable.—*Shoe and Leather Gazette*.

UNDERSELLING.

The merchant cheats himself who sells goods without profit, and commits an economic misdemeanor of wide possibilities for harm. Only one legitimate basis for competition exists, and that is merit. The man who considers cheapness of more consequence than quality, and a variable price list more valuable than a reputation for trustworthy methods, is wielding a two-edged sword which will sooner or later cut his own throat as well as that of his competitor. Merit underselling is not competition, though it often parades as such, for eventually it injures rather than stimulates trade, because its practice is either a sacrifice of rightful profits—a loss which no dealer can long sustain—or a fraud on the public, which is disastrous to reputation.—*Cycle Trade*.

THE AMERICAN FLORIST

PUBLISHED BY THE
AMERICAN FLORIST COMPANY.



J. C. VAUGHN, President.

INCORPORATED 1898.
W. PARKER, Acting Secretary.

ROBERT CRAIG THOMPSON

324 DEARBORN STREET

CHICAGO, Oct. 12, 1898.

Editor "Printers' Ink",

Recently Stevens & Bros., the leading retail silk house in the west, received a line of fabrics of such particular excellence that this exploitation was not entrusted to the firm's ad-writer. The "head of the works", who was not born an Irishman, but should have been, personally, in all seriousness, evolved the enclosed circular letter which was mailed to addresses in the Chicago Blue Book.

The joke is slightly "risque" but perhaps the letter and its foot note may be worth comment. Kindly return to me when you are through.

Yours very truly,

H. B. Howard.

CHAR. A. STEVENS & BROS.,
Importers and Dealers in
Silks and Silk Goods,
and Ladies' Ready-to-Wear Goods,
10-12 STATE ST.

Chicago, Oct. 3, 1898.

Dear Madam:-

We will give but one opening this fall and will make that the most interesting and instructive event of its kind that we have ever given. We believe you will unhesitatingly declare it the grandest event of its kind ever given on State Street. It will occur on Wednesday, Thursday and Friday, October 5th, 6th and 7th, and will be advertised to the general public for Thursday and Friday, October 6th and 7th. But we want you, with other specially invited guests, to come in on Wednesday as we will expose on this special day, many beautiful things of a more delicate nature than we could show in a general opening to the public.

Assuring you that you will find an hour thus spent, not only very interesting, but profitable, we remain,

Yours very truly,

Chas. A. Stevens & Bros.

Dear George: The ladies in our vicinity think this firm should supply some expert to write their letter. As our receipt of the above they declined to visit this place because, as one of them expressed it, she did not know George Bros had anything of a delicate nature which she wanted to be exposed.
Geo.

A MODERN DRUG STORE AD.
Just drop into our store to-day
And sees the prices fall.
Our peerless bargains bring disease
Within the reach of all! —*Life.*

ARRANGED BY STATES.

*Advertisements under this head 50 cents a line.
Must be handed in one week in advance.*

CONNECTICUT.

EXAMINE the New London DAY before placing business in Eastern Connecticut.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

SOUTH CAROLINA.

THIS COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory.) It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

WISCONSIN.

THIS WISCONSIN AGRICULTURIST, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—1/ granted.
Must be handed in one week in advance.

PRINTING FOR CASH

5,000 High-Grade Letter-Heads, \$6.00.
5,000 Bill Heads, \$6, \$5.00.
Cash must accompany order.
No orders accepted under 5,000 lots.
THE ARCHER PRINTING CO., Ft. Wayne, Ind.

FOR SALE.

Plant for Daily and Weekly Newspaper, with Job Office. Live town. Large field. No other paper published here. Apply to

THE HOME TRUST CO.,
Derby, Conn.

Compared with other BAPTIST WEEKLIES published in Missouri and Kansas.
Only one has 16 pages.
Only one costs \$2 a year.
Only one is published in St. Louis.
This one has a larger circulation than all others combined.
This one is 27 years older than any other one.
This one has more space given to reading matter each week than any other.
This one has more space given to advertising than any other two.
The best advertisers know this and use its columns.
The best element of the denomination reads it.
It is classed among the best in the land.
That paper is

THE CENTRAL BAPTIST

Guaranteed circulation average weekly 9,618.
ARMSTRONG & PAYNE, Publishers.
Write for rates.

THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

THE

.Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

For particulars see

H. D. LA COSTE,
38 PARK ROW, NEW YORK.

When you want to talk to
MOTHERS OF LITTLE CHILDREN

use

BABYLAND and LITTLE MEN AND WOMEN.

NOVEMBER ISSUE

will be

24,000 copies

CHARLES E. GRAFF, Publisher,
100 William St., New York.

The Great Lakes Territory

is covered fully by

The

Detroit Suns

Drop us a postal
for rates.

Detroit Suns, Detroit, Mich.

**PROGRESSIVE
BUSINESS MEN**

Advertise in THE ARGUS

Shall we
tell you
why?



THE ARGUS COMPANY, Albany, N. Y.

James C. Farrell, Manager

**ALABAMA
Christian
Advocate,**

official organ Methodist Church in Alabama, with a membership of 115,000. Circulation the largest of any similar journal in Alabama; 20,000 persons read it each week; 350 ministers are agents for it and interested in it. Through these ministers nearly the entire membership is reached. It is by far the best medium for reaching the people of Alabama and West Florida. Published in Birmingham, Ala., the largest city in the State. Rate for advertising very low.

S. P. WEST,

BUSINESS MANAGER.

BIRMINGHAM, ALA.,
2107 Third Ave.

The following towns contribute to the success of all advertisers in the

HARTFORD POST

Avon	New Hartford
Andover	North Bloomfield
Gristol	Niantic
Buckland	Parkville
Burnside	Pine Meadow
Berlin & East Berlin	Poquonock
Collinsville	Portland
Cromwell	Plainville
Chester	Plymouth
Canton	Rockville
Clinton, Conn.	Rocky Hill
Deep River	Rainbow
East Hartland	South Manchester
East Hartford	Suffield and Boston
Elmwood	Neck
East Windsor Hill	Saybrook
East Granby	Shallorville
Enfield Bridge	Silver Lane
Essex	South Windsor
Farmington	Scitico
Forestville	South Willington
Granby	Southington
Grove Beach	Simsbury
Goodspeed's	Thomaston
Hartford	Terryville
Hazardville	Tariffville
Highland Park	Tolland
Haddam	Talcottsville
Higganum	Thompsonville
Hockanum	Unionville
Hopewell, Glastonbury & South Glastonbury	Vernon
Ivoryton	Wapping
Meriden	Weathersfield
Madison	Westbrook
Moodus	Windsor Locks
Middletown	Windsor
Manchester Green	Warehouse Point
North Manchester	West Hartford
New Britain	Winsted and East Winsted
	Willimantic.

Rates and sample copies sent on application to

THE HARTFORD POST,
Hartford, Conn.

**IT LEADS
ALL RIVALS.**

THE VANCOUVER (B. C.)

WORLD

Daily and Twice-a-Week,

has a larger aggregate weekly circulation than that of any other two newspapers in British Columbia combined. It is recognized as the best advertising medium in the Northwest.

Send for Sample Copy and Rate Card.

Address
THE WORLD,
VANCOUVER, B. C.

"HOLD ON"



If you are using a medium that does not pay, change to one that does pay. Progressive business men are open to conviction.

A really paying medium is, at times, found where least sought. No one remains a doubter as to its high merits, who has advertised in

**THE AMERICAN
School Board Journal.**
New York, Milwaukee, Chicago.

To Get Customers —

Advertise in their favorite family paper,

THE EVENING JOURNAL
of Jersey City, N. J.

Average Circulation in 1897. **14,756**
Actual Average Circulation for Nov., Dec. and Jan., **15,407**

Your List is Incomplete

for the coming season's advertising if it does not include **The Superior Leader.** Only morning and Sunday paper in the second city in Wisconsin. Published every day in the year. Average circulation last six months, **3,556** Daily; **4,390** Sunday. Let us figure with you.

THE SUPERIOR LEADER, West Superior, Wis.

FREE TRIAL "AD"

under certain conditions.

Our 16-page pamphlet will also explain the following:
WHY

The Youth's Advocate

(16 pages, illustrated),

Nashville, Tennessee

is one of THE BEST advertising mediums ON EARTH—considering rates. **WHY** it is read by both old and young. Testimonials from advertisers. Our advertising rates. **WHY**, if you send order soon, you only pay for 20,000 bona fide circulation, and if your "ad" is inserted six times you get 40,000 extra circulation, or if inserted 12 months you get 200,000 extra circulation, and NO EXTRA CHARGE. **WHY** we can increase our circulation faster than fast as we desire. The advantages and disadvantages of sample copies. How to test the merits of your "ad." In fact, it contains ABUNDANCE of WHOLE-SOME food for advertisers. Write for it to-day. Sample copy paper also free.

DID IT PAY?

"CHICAGO, ILL., October 6, 1896.

"We can not indorse THE YOUTH'S ADVOCATE as an advertising medium too highly. It has paid us better than any other paper we have tried.
"KILMER REMEDY CO."

A New Home FOR THE Chaperone Magazine

The "Chaperone Magazine" has purchased the ground and four-story building at 2811 Locust Street, St. Louis, Mo., which is being completely remodeled for offices. In addition to which, a new printing office, 40x80 feet, four stories high, is now being erected. This will give us a combined floor space of over 25,000 square feet.

The growth of the "Chaperone Magazine" alone demands these buildings, and the printing office will be equipped with the most modern presses and machinery. There are only five magazines in the United States that own their own building and printing plant. The "Chaperone Magazine" of St. Louis is one of the five.

For rates, sample copies, address
**Home Office CHAPERONE BUILDING,
2811 Locust St., St. Louis, Mo.**

The Right Circulation. THE INLAND has now a circulation of over 120,000 guaranteed. Proof of which will be given before pay is expected for advertising done. Post-office Receipts, Paper Mill Account, Press Rooms, Subscription Lists, are all open to advertisers.

The Right Principle. Any advertisement can be discontinued at any time for any reason. Paying only for space used. We rely wholly on making the advertisement pay you to hold your business. We have been told repeatedly that this was poor policy; it might be for some papers, but not so with us. Our advertisers don't want to quit, they admire the fairness of the proposition and and Prayer Meeting Lessons. The last three departments named secure us ninety per cent of our subscriptions and which to be of value must be studied weekly. Thus an advertisement is kept in the home an entire month and really the advertiser gets as much benefit from one insertion in THE INLAND as he would in four insertions in a weekly of same circulation. You save the cost of three insertions by using THE INLAND.

The Right Features.

THE INLAND is a religious and home journal combined. Besides our editorials on Timely Topics, Home Departments, Floral Suggestions, Stories, Cartoons and the best of general articles, we have the Sunday School Lessons, Junior Topics



The Right Price. Rate—Reading Notices or Display, 50 cents per line. It does not cost a fortune to try THE INLAND, but it may help make one.

THE INLAND,

THE MOST POPULAR PAPER
OF ITS KIND IN THE WORLD.NEW YORK:
500 TEMPLE COURT.

St. Louis, Mo.

CHICAGO:
BOYCE BUILDING.

F. E. MORRISON, SPECIAL REPRESENTATIVE

The Western World.

We have many inquiries from advertisers who do not know the **WESTERN WORLD** for more detailed and specific information than is found in the directories. For the past eleven years and up to Jan., 1897, the **WESTERN WORLD** was published in the interests of one firm, and no outside advertising solicited. Since then a new corporation has been formed and we are pushing the paper in every conceivable way known to modern push and endeavor, and the **WESTERN WORLD** is meeting with such success, both in subscription and advertising, as to warrant us in hoping for a quarter of a million list within a very few years. We have our own office outfit—four presses, stitchers, cutters, type, etc., run by steam power, which enables us to produce the **WESTERN WORLD** at very low cost and in such numbers as can not fail of bringing good returns. Any advertiser is at perfect liberty to withdraw advertisement if in his opinion the returns do not warrant a continuance to the end of contract. We aim during the year to cover with extra sample copies such territory as our regular subscription list does not reach, thereby reaching every State in the Union in a more or less degree. Soliciting your patronage, we remain, sincerely yours,

THE WESTERN WORLD, 88 W. Jackson St., Chicago, Ill.

Through your agent or direct.

Toledo Daily News

circulation guaranteed to be larger
than any other Toledo daily.

For advertising rates and sample copies address
THE NEWS, Toledo, O.

Daily Newspapers For Sale

A company printing a morning and evening paper with both Associated Press franchises desires to sell its stock.

**BOTH PAPERS ARE ON A PAYING BASIS,
FREE FROM DEBT.**

\$25,000 INVOLVED IN DEAL.

Equipment includes Web press, leased linotype machines, stereotyping outfit, electric motor, advertising type, etc. Location is good—city with a fine tributary field.

Present stockholders have good reasons for retiring; will retain minority interest if desired. Address

A. H. STACK,

Marquette Building, Chicago, Ill.

Whose \$25.00?

The makers of Fels-Naptha soap will give this amount for the best design of a street car card, 11x21 inches, advertising

A like amount also for the best two-inch single-column newspaper advertisement of

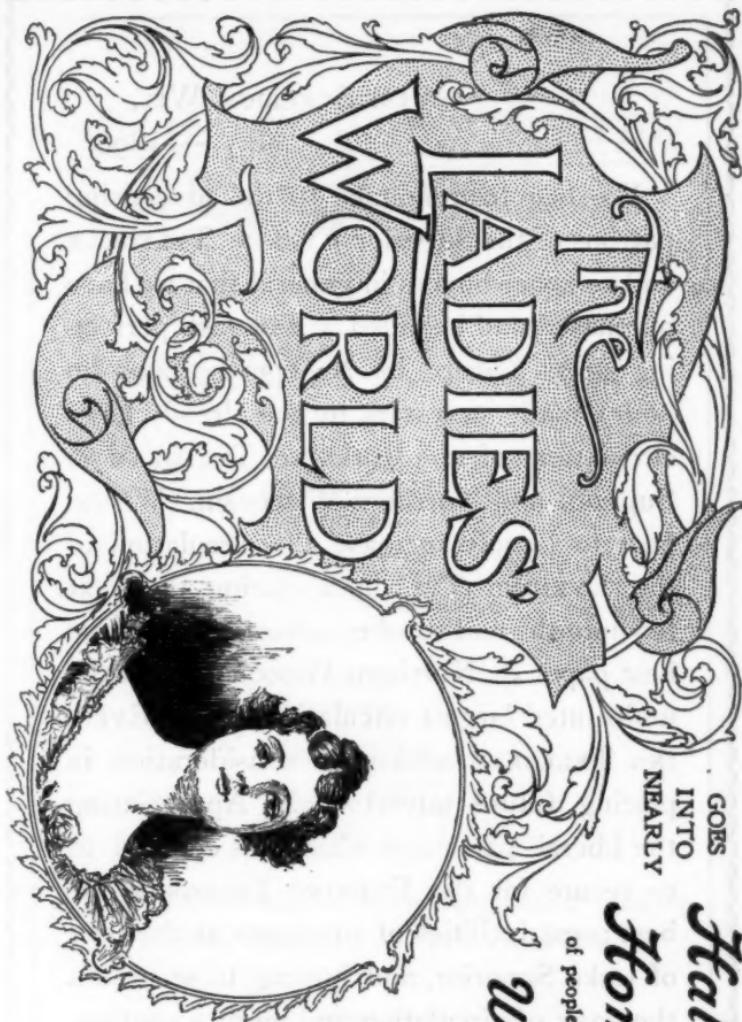
Fels-Naptha soap.

Both Competitions Close Nov. 1st.

Send all designs by mail
or express prepaid to

Advertising Dept. Fels & Co.,
1710 Market Street,
Philadelphia.

Fels-Naptha literature will be mailed on application.



GOES
INTO
NEARLY

Half a Million

Homes and in these households
are about three millions
of people whose needs cover a

Wide Field

This mammoth paid circulation,
coupled with the fact that only
reputable advertising is accepted
for its columns, makes

The Ladies'

World exceedingly pro-
fitable to *advertisers.* As *Quality* and
Quantity considered, THE
LADIES' WORLD rates are
the lowest.

Full particulars of the

publishers,
S. H. MOORE & CO.,
NEW YORK.

WEST SUPERIOR, Wis.,

May —, 1898.

We beg to announce to the advertising patrons of the Superior EVENING TELEGRAM and to space buyers in general that we have purchased and installed a new fast perfecting press (Scott U. N., speed 12,000 an hour), made necessary by the already large circulation of the EVENING TELEGRAM in Superior and Northern Wisconsin. We expect to largely increase the circulation of the EVENING TELEGRAM during the next few months and to offer advertisers the one best paper in Northern Wisconsin with the undisputed largest circulation. The EVENING TELEGRAM asks your consideration in placing future advertising. Appreciating the liberal patronage which has enabled us to secure for the EVENING TELEGRAM the best press facilities of any paper at the head of Lake Superior, and hoping to secure on the basis of circulation and merit a continuation and increase of business, we remain,

Yours respectfully,

EVENING TELEGRAM,

West Superior, Wis.

Mulford & Petry Company



AMBROSE F. PETRY,
General Eastern Agent,

Representing

CLEVELAND,
DETROIT,
LOUISVILLE,
INDIANAPOLIS,
MEMPHIS,
TOLEDO,
DAYTON,
NASHVILLE,
GRAND RAPIDS,
TORONTO, CAN.,

and many other smaller, but prosperous and hustling
Middle, Western and Southern Cities.

~~~~~  
**"It's our Business to make  
Your Advertising Pay You."**  
~~~~~

Principal Office—DETROIT, - - - - - 99 Woodward Ave.
Eastern Office—NEW YORK, - - 220 Broadway, St. Paul Bldg.

50% *of Mexico's imports
come from
the United States.*

75% *of Mexico's exports
go to
the United States.*

In other words, five-eighths of Mexico's foreign trade is with her English speaking neighbor. A large proportion of this business in Mexico is in the hands of English speaking and reading people. Practically all of them read

The Mexican Herald

The Newspaper of Mexico.

No other publication in the Republic reaches as many people who are consumers of American exports.

The HERALD is published every day in the year in English and is read by the best classes of all nationalities. The HERALD receives the Associated Press news service over 1,200 miles of special wire, and its news of Mexico, local, mining, stock and market quotations, is complete and accurate.

A postal card request for information about Mexico or the HERALD will require no extra postage. Sample copies free.

THE MEXICAN HERALD

by

The Mexican Publishing Company,
F. R. GUERNSEY, Editor. *PAUL HUDSON, Manager.*

Romero Bldg., City of Mexico, Mex.

THE LARGEST AND BEST
FIVE-CENT MAGAZINE *

Each number is worth
double the cost price—
128 pages for only 5c.

The Half Hour

Complete Stories, Poems, Serial
Stories, Editorial Comments, Cor-
respondents' Department, Music
and fine Illustrations.

No cheap magazine gives adver-
tisers as large return.

Make your contracts now and
secure the benefits of the exceed-
ingly low rates.

Advertising agents will quote you
prices, or address us.

Copies of the "HALF HOUR"
on all news-stands.

Send for Sample Copy.

George Munro's Sons,

17 to 21 Vandewater St., New York.

If you were a woman,

and any one asked you the name of the finest—the very finest—skirt binding, you would promptly answer "S. H. & M." Being a man, you probably don't know much about these things, and yet if you have a sensible little woman for a wife, or an equally sensible woman for a sister, you have probably heard her sounding the merits of the S. H. & M. Skirt Binding.

The fact is, the Stewart, Howe & May Co., makers of the "S. H. & M." Skirt Bindings, are far and away at the top of the heap in the skirt binding line. They not only make *the best bindings on earth*, but they try to do *the best advertising on earth*.

In addition to using their own ideas in advertising their goods, they find it convenient to engage the services of other persons, as they recognize the truth of the old proverb, "two heads are better than one."

We have done considerable work for the Stewart, Howe & May Co., and feel that an indorsement from this concern will have considerable weight with other advertisers throughout the country. In order, therefore, to show that they have a good opinion of the work we have produced for them we submit the following voluntary expression of their views :

We have just received from you the new car signs advertising "S. H. & M." Bias Brush Edge. In our opinion they are the most unique and striking car signs you have ever gotten up for us. The design and execution is highly satisfactory, and we thank you for your prompt and careful attention to our specifications.

If you want careful assistance in the preparation of your advertising matter, if you need lithographic or printed work of any description and are willing to pay the right price for right work, we should be glad to hear from you.



The Gibbs & Williams Co.

18 & 20 Oak Street,
New York,
cor. New Chambers.



THE HERALD

has more
paid
subscribers
in . . .

SALT LAKE CITY

than any other paper
published. It is the
home paper—the paper
that pays.

E. KATZ ADV. AGENCY,

Temple Court,

REPRESENTATIVES,

New York.

A

Money Maker



CIRCULATION: 165,000 COPIES. ADVERTISING: 75c. PER AGATE LINE.

None but Clean Advertisements from Reliable
Advertisers Accepted.

FORMS CLOSE 10th OF MONTH PRECEDING
DATE OF ISSUE.

Agricultural Epitomist

INDIANAPOLIS, INDIANA.

OR RELIABLE ADVERTISING AGENTS.

Change in Closing Dates

of the

AMERICAN WOMAN

December issue will close November 10th.

January " " " November 25th.

February " " " December 25th.

and subsequent issues will close regularly
on the 25th of each month.

(FIVE WEEKS PRECEDING PUBLICATION.)

The paper will be in circulation at least two weeks before date of publication, hence the December and January issues will furnish an excellent opportunity to catch Holiday trade.

Circulation 500,000 Copies PER MONTH Guaranteed

ADVERTISING RATE, \$2.00 PER AGATE LINE.

Send your orders through your agent or to

THE VICKERY & HILL PUBLISHING CO.,
520 TEMPLE COURT, . . . NEW YORK CITY.
JOSEPH W. KENNEDY, Manager of Advertising.

The Best Value to Advertisers.

In Literature, Illustrations, Typography—None Better. *J.W.*

Have YOU seen the NEW and IMPROVED

**Frank Leslie's
Popular Monthly**

For a Quarter Century 25 cents, \$3.00 a year — Now

10 cents; \$1.00 a year.

PARTIAL CONTENTS, NOVEMBER AND DECEMBER NUMBERS:

Covers In Colors and Gold, from Designs by
W. GRANVILLE SMITH, C. W. TRAVER and H. M. EATON.

Vol. XLV.—No. 1. • NOVEMBER. • Price 10 Cents.



FIRST EDITION, 150,000.
PARTIAL CONTENTS, NOVEMBER AND DECEMBER NUMBERS:



"**CREATER AMERICA**" by COL. A. K. MCCLURE, GEN.

FITZHUGH LEE, SENATORS CHANDLER AND DAVIS.

"**WITH WHEELER AND ROOSEVELT AT SAN-TIAGO.**"

CLARA BARTON'S Story of Cuban Red Cross Work.

WALTER CAMP on "FOOTBALL IN AMERICA."

FRANK R. STOCKTON'S Charming New Story.

"**APRIL BLOOM.**" New Serial Story. By EGERTON

CASTLE, author of "*The Pride of Jenkins*."

Beautifully Illustrated by WENZELL, ADAMS, PEIXOTTO, BUNNELL, BARNETT, GOLIZ, EATON, BALD,

WERNER, GRUNWALD, and other well-known Artists.

A NEW STORY by BRETT HARTE begins in January number.

MRS. FRANK LESLIE has returned to the editorial chair, and her exclusive attention will be given to FRANK LESLIE'S POPULAR MONTHLY.

The Editions for NOVEMBER 150,000 Copies and DECEMBER each not less than

ADVERTISING RATES — FOR A LIMITED PERIOD:

Per Page (5½ x 8 inches, 224 Agate lines), \$200. Half and Quarter Pages pro rata.
Time Discounts: 5 per cent for 3 months, 10 per cent for 6 months, 20 per cent for 12 months.

TO ADVERTISERS contemplating the use of magazines we will gladly send a specimen number of FRANK LESLIE'S POPULAR MONTHLY, in its new and improved form, if *Printers' Ink* is mentioned.

FRANK LESLIE PUBLISHING HOUSE, 141-143 Fifth Avenue, New York.

MRS. FRANK LESLIE, President.
FOUNDED 1835; INCORPORATED 1898.
FREDERIC L. COVER, TREASURER.

PERPENDICULAR PRONOUNS

*An Advertisement.**By Charles Austin Bates.*

The business of an advertising adviser and writer is a difficult one to advertise. If he has a strong and honest belief in his own ability in his chosen field and allows that belief to show plainly in his advertisements, he is accused of unwarranted egotism. If he does not advertise his ability his progress must be slow, for he is debarred from the benefits of advertising. He has nothing to sell but skill and experience.

He must advertise these or not advertise.

In doing so he frequently gives a wrong impression.

For instance, I believe many business men think that if they employed me I would want to turn their business upside down in fifteen minutes, and that because I say I can do their advertising better than they can I would go ahead blindly.

Nothing is farther from the truth. The other day I wrote to an advertiser:

Before I attempt to do anything for you it would of course be necessary for me to learn from you a great many things that I now have only glimmering notions of. I know enough of your proposition to know the general principles. The important details which you have at your fingers' ends would be matters of study for me. I should make myself thoroughly familiar with your proposition before I attempted to do anything with it.

That is my position on all new work. I get the facts from my client. I study the business for myself. Then I am ready to plan and write.

Whenever I can make a man really understand my methods and my claims he ceases to believe me unduly egotistical.

The following breezily honest letter from W. C. Hunter, secretary of the W. D. Boyce Co., is self explanatory:

CHICAGO, Oct. 5, 1898.

MY DEAR SIR—You have been criticised, roasted, etc., to your face and behind your back, and I will confess that at first I was one of many others who thought that there were a good many I's used in your criticism, and that there was an evidence of conceit well developed.

I was standing on the street in New York the other day, and five men were talking along this line and roasting you to a standstill. They are all well-known men in New York, and upon joining the crowd they asked my opinion. I told them that, while they were standing on the street gossiping about Charles Austin Bates, the said Charles Austin Bates was busy in his office in the Vanderbilt Building opening mail containing remittances.

The country merchant believes that Charles Austin Bates is the greatest man in the business, and they look upon his adver-

tisements as inspired writings. I asked some of the persons who were criticising you how much money they had received in the mail this morning, and that I would bet that Charles Austin Bates' receipts for his brains through the media of prepared advertisements amounted to more than all the rest of them put together.

You are all right, Charles Austin Bates. You never notice adverse criticism. You are pounding away with your little game, and I admire you, for results is the only thing that counts, and I believe that you are getting results. Yours truly, WM. C. HUNTER.

So you see "perpendicular pronouns" are really not so bad after all —once you get used to them.

The next two or three years will be the biggest money-making years in the history of this country.

Business is going to "boom."

Are you ready to take advantage of it? Are you going to get your share?

The main requisite for more business is to deserve it—the next, to ask for it.

Ask for it in the right way and it will come.

Asking for business is advertising.

That is true, whether you ask for it in the newspapers, or by circulars, or catalogues, or letters.

It is my business to furnish plans for advertising your business. I take the facts you give me and work them over into printable shape, illustrate them, sharpen the points, add snap and force to the arguments, look after typographical display—relieve you of all detail—leave you free for more important work.

In doing such work for other bright business men, for over thirteen years, I have learned many things about pushing business. I have learned how to profitably apply modern advertising methods and artistic ideas.

I have distinct plans for magazine advertising. My methods are my own. They are right. They are successful.

I do what no one else does.

I save money.

I get results.

I have plans for following up inquiries—for mail-drumming the trade—for landing the actual net cash results right in my client's office.

If that is what you are looking for, write to me and if yours proves to be the sort of business I want, I will fully explain my plan of work.

CHARLES AUSTIN BATES,
VANDERBILT BUILDING, NEW YORK.

DON'T BE LED AWAY.

Office of "THE PEMBerville LEADER." }
PEMBERVILLE, O., Oct. 7, 1898. }

Printers Ink Jonson :

DEAR SIR—I inclose a four page circular, No. 3 book, printed with your six-cent news ink. How do you like it? "Good enough" for a country town?

That isn't all. Occasionally I am compelled to use the cheap stuff in lieu of job ink for good work. For instance, this morning I must print 1,000 labels with the six-cent article because a can of Chas. E. Johnson & Co.'s \$2 blue black which I bought less than ten days ago is gummy, lumpy, stringy and utterly unfit to work. This isn't the first trouble I have had with their high-priced inks, either. Will send you an order next week Yours,

GEO. H. SPECK.

Office of "THE NUNDA NEWS." }
NUNDA, N. Y., Oct. 14, 1898. }

Printers Ink Jonson :

DEAR SIR—Please send us 25-lb. keg news ink by fast freight Erie R.R. Inclosed find price, \$1.50. We were induced to try a 50-lb. keg by the Courier Company of Buffalo, but it is no good. *Shall know better in future, we hope.* Yours truly,

SANDERS BROS.

The above testimonials prove that my competitors can not sell at my prices on credit and furnish the same material as I do. They must employ agents, bookkeepers and sundry other help to run their business, while I am my own agent and need no bookkeeper, as my terms are strictly cash in advance. All I ask is a trial order, and if the inks are not found satisfactory I refund the money and pay all freight or express charges. Send for my price list.

Address

PRINTERS INK JONSON,

8 Spruce Street, New York.

YOU CAN TELL YOUR STORY

In the cars
of the

BROOKLYN "L"

You get

Real display in a 16 x 24 or
16 x 48 inch card.

Your card is of an appropriate
size for the cars.

You get service none others
can give—and you get reason-
able rates.

GEO. KISSAM & CO.,

253 BROADWAY, N. Y.

35 SANDS ST., BROOKLYN.

CUTELIX



possesses great power &
over the skin, scalp and
teeth, but only for good.
It couldn't possibly work
an injury. & & & & &



CUTELIX COMPANY,

253 Broadway, N. Y.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

A little introductory matter is all right, especially for a department store; but there should be some definite idea in it. Some particular thing to say, and it ought to be said plainly, reasonably and above all briefly. Here is half of a Gimbel introduction. The other half can just as well be forgotten. Of this sort of thing all you need is a *soupçon*, you know—or don't you know?

The Habit of Buying at Gimbels'

It is a good habit. It is a rapidly growing habit with all Philadelphia. It is a habit by which thousands save in their daily and monthly and yearly expenditures. It is a habit that becomes more fixed the oftener people buy here.

And the broad reason is satisfaction. People are satisfied with Gimbels' merchandise. People are satisfied with Gimbels' prices. People are satisfied with the ways of the store, its manners and methods.

PICTURE AND FRAME.

A frame should set off the picture as well as protect it. If the moulding is properly selected and the frame carefully made, it doubles the pleasure it will give you. We have the right frame material and the ability to put it together and you may expect the best results.

Don't.

A NOTHER repetition of those amazing values in Fancy Needlework—another repetition of that stupendous value event which set all Chicago agog, demonstrating in an irrefutable manner that we have no rivalry in the sales of fine fancy Needlework.

For a Picture Store.

There is Little Difference

between picture frames when they are new. Nothing but service will show the quality of a frame, but service and satisfaction have made our frames popular. Our prices—well, you'll wonder where the profit is for us.

Oak, Green Oak, Gold & Fancy Woods

at per foot $2\frac{1}{4}$, 4, 6, 10c. and up. No charge for fitting and framing, glass at actual cost.

Here is an ad for a substituting druggist—a wicked substituting druggist. It is one of a considerable series written by Mr. Fred Goldsmith Walker of Salem, Mass., whose bright, business-like, sensible work I have frequently reproduced in this department:

Price's Emulsion

LEADS THE WORLD

in size of bottle and quality of contents. Any old cod will do for some Emulsions. The finest Norwegian Cod Liver Oil to be had suffices for Price's. It is this quality insistence of ours which has made our own preparations famous. Price's Emulsion is put up in a big pint bottle. It's worth one-half a dollar of anybody's money.

Good, if Lived up to.

"Is It All Wool?"

No need to ask that question here. The men who have been buying Clothing at the Old Corner for a generation never ask it. They know that never a thread, never a combing of cotton gets into anything we call wool.

It would startle most of you to know how almost universal is the fraud that masquerades as "All Wool."

A Hint.

**Stove Sale
Extraordinary.
Special "Red Tag" Prices.**

**Old Pictures
Repaired.**

We renovate and repair Pictures and Frames at this time of the year at about half the usual price. We call for and deliver all work. Send postal.

A Way of Saying It.

**We lay these
at your Feet**

(1) **Shoes.** The complete Fall and Winter lines—dignifying this exposition of Footwear as an "opening." And its importance justifies the occasion.

**We offer this
for your Table**

(2) **Silver.** Plated Table Ware at surely not much above half its real worth. Fine patterns; fine making; sectional reinforced plating.

**We present these
for Women's Wear**

(3) **Dress Goods and Silks**
—etc.

One good way to begin an ad is, if you know exactly who you want to talk to, to speak right out to that person by name as this ad does:

Telephone 153.

**Mister
Horse
Owner!**

We are after your trade in the feed line. We are after it with good, clean, honest feed; with prompt service, full weights and right prices. It doesn't matter to us whether you buy feed for one horse or a hundred—we want to sell you what feed you buy.

**ROSE STREET ELEVATOR,
1, 3 and 5 Rose Street.
JOHN T. DANN, Proprietor.**

Another and commoner good way of beginning an ad is to name exactly the goods you want to talk about in your head-line after the fashion of these two excellent ads.

**Lots of
Good Stoves,
Low Prices.**

If you know us at all, you know that we're very careful about the statements we make in our advertisements, that when we print "low prices" in the paper, there are real low prices in the store to justify it.

We say that ours are good stoves—high quality heaters—and that our prices are really low for the sorts of stoves we sell. The more you look around among the stove stocks of this town, the more certain you'll be that what we claim is true.

New Coal Stoves at \$4.75, 5.00, 5.50, 6.00, 6.50, 7.50, 8.50, 9.00, 10.00, 12.00, 14.00, 16.50, 18.50, 20.00, 25.00, 28.00.

New Wood Stoves at \$5.50, 6.00, 7.00, 9.00, 12.00, 13.50.

Second-Hand Stoves at \$3.00, 6.00, 8.00, 10.00, 12.00, 15.00.

Hardware Specialty.

**The
Chopping
Bowl**

and knife compares with our Universal Food Chopper as candle light compares with electric light, for the Universal not only does all and more than the chopping bowl will do, but does it in half the time, or less, and does it better.

The Universal chops all kinds of food into clean-cut, uniform pieces, and it costs only \$1.50, complete with full set of knives. It's easy to clean and to keep clean.

You can not buy, for \$1.50, a more efficient household helper.

**Small Sack
of Flour**

45 CENTS.

Large Sack 90 cents—any brand you want. Just as good flour as you could buy anywhere.

Commonplace but Plausible.

A fortnight of extraordinary selling has left us with odds and ends or remnants in nearly every department in the store. The space and room they occupy are valuable and must be used for new goods taking their place. To make them move quickly the prices are marked down, and if your size or article is included in the list you may be well sure of getting a big bargain.

Mothers

Have you been to view our Fall showing of Boys' and Children's Clothes? Knitwear, light and heavy, Overcoats, Suits, Separate Breeches, Military Caps, Star Gowns for girls. This is to be marketable for its durability. It's excellency, it's fair prices

Honest Retailing

Two Broadway Window-Cards.

There is Nothing

Startling in making a suit to order for twenty dollars. But there is everything startling when a twenty-dollar suit compares favorably with the \$70 suit of the Fifth Ave. Tailor. I can verify this broad assertion before you leave my store. I charge nothing for my name.

Truthful Statements

Create public confidence. 9,000 suits made in this store last season is a record to be proud of. I have no business secrets and my books are always open for inspection to my friends and competitors.

Means business.

We've Had a Knife Up Our Sleeve.

And awaited our opportunity to draw it. Its blade is sharp, its edge is keen, and during the coming season it will be used to slash prices as prices have never been slashed before, and smash values as values have never been smashed before.

Philosophy and Silk.

Profit and Loss in Silks

"Happy is he who hath learned to profit by the misfortunes of others." So runs the ancient Eastern proverb. It is a cynical bit of truth, and the aged sage who first uttered it had probably never heard of the phrase "bargain giving," yet it is accurately apt to bargains in general and these silk bargains in particular. You might be surprised if you knew how often your gain was some one else's loss.

Now somebody has made a loss on these silks, and a heavy loss. They are excellent silks—rich and heavy and lustrous, and in colors and patterns that you like. They will be sold at prices that will not cover the cost of the raw silk and the labor of weaving.

Overcoat

Ideas

Every man has an idea of the sort of Overcoat he wants, and we have an idea of the kind of Overcoat every man wants. We have studied the Overcoat problem from a practical standpoint, combined with fashion, each season for more than 20 years, and by a close observation have reduced the art of bringing out just the right things in Overcoats to a dead moral certainty.

A reason why.

We're in the wholesale district and pay low rent and have small expenses, and have in the past, do now and always will sell good, reliable goods cheaper than any one in the swell district.

High-Class

Furs

Fur Garments, Fur Trimmings and smaller Furs are in our stock in great profusion. The variety of rich Fur Garments is incomparably complete; all genuine; nothing but carefully selected Furs, selected by a buyer who understands every detail in quality and manufacturing.

How You Can Tell Your Own Story in Your Own Words.

Your statement or claim can be inserted in the next issue of the American Newspaper Directory for 50 cents per line, or in the four quarterly issues that appear in a year for \$2 a line, actual count.

No announcement accepted for less than \$1.

For a check with the order 5 per cent may be deducted in consideration of the advance payment, but for orders amounting to less than \$10, payment in advance is required because the amount is not sufficient to warrant opening an account and submitting to delays, expenses and losses incident to collection. On yearly orders 10 per cent may be deducted for advance payment.

The Directory sets forth, free of charge, the name of a paper, its politics or class, the year of establishment, the size, number of pages, editor's and publisher's name and its average circulation for a year preceding the date of a report, if a detailed statement is furnished with additions and division showing how the result was arrived at, all dated and signed by a person whose authority to make the statement is stated or apparent. Anything more, going to show the character and value of a paper, the Directory can not be responsible for, but such information possesses value to advertisers who consult the book and may be inserted on the publisher's authority preceded by the word "Advertisement."

Displayed advertisements may also be had in position on the same page or opposite the one where the description of the paper is given, the price of such displayed advertisements being \$25 for a quarter of a page in each issue of the Directory, or \$100 for the four issues that appear in a year. More space may be had at the same rate, viz., \$50 for half a page or \$100 for a whole page for one issue, or \$200 for a half page or \$400 for a full page in the four issues that appear in a year.

The American Newspaper Directory is the standard book of reference used by advertisers, and the information it contains is relied upon in placing advertising contracts that amount to millions of dollars every year.

The Directory, in addition to its ordinary sales from day to day, has over fifteen hundred annual subscribers who are members of the American Newspaper Directory Confidential Information Bureau, the details of which are set forth on page following.

Advertising orders amounting to \$10 or more carry with them a free copy of the first edition of the book in which the advertisement appears, the book being delivered, carriage paid. A yearly advertisement amounting to \$40, or more, entitles the advertiser to receive free, carriage paid, each of the four volumes that appear within the year. Address orders to

AMERICAN NEWSPAPER DIRECTORY,
No. 10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY CONFIDENTIAL INFORMATION BUREAU.

CONCERNING THE CHARACTER AND CIRCULATION OF NEWSPAPERS.

THE AMERICAN NEWSPAPER DIRECTORY is issued four times a year. Orders are solicited for an annual subscription covering the four issues (which appear on the first day of March, June, September and December) and a yearly subscription for PRINTERS' INK, a journal for advertisers, issued weekly. The price of an annual subscription is twenty-five dollars; and the subscriber becomes a member of THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, and in consideration of the payment of the sum of twenty-five dollars, strictly in advance, is entitled to the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the AMERICAN NEWSPAPER DIRECTORY with a circulation rating greater than 1,000 copies per issue. Such confidential reports will be supplied to subscribers whenever called for.

In dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

Among the list of subscribers to the American Newspaper Directory Confidential Information Bureau are the following well-known advertisers:

- Royal Baking Powder Co., New York.
- Proctor & Gamble Co., Cincinnati, O.
- Wyckoff, Seamans & Benedict, New York.
- Ripans Chemical Co., New York.
- J. C. Ayer & Co., Lowell, Mass.
- James Pyle & Sons, New York.
- Hall & Ruckel, New York.
- Sterling Remedy Co., Ind. Min. Springs, Ind.

THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, with the more than thirty years' experience of its founders, and with the facilities at their command, is often in a position to tell about a specified publication just what an advertiser would very much like to know.

ADDRESS

GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce St., New York.

Why a Publisher Should Be Glad to Tell His Own Story, in His Own Words, to the Users of the American Newspaper Directory.

Advertising to-day is not done on the basis of doing a favor to the publisher; it is looked upon as an investment that is expected to yield a profit. Careful thought and consideration is given to every paper before the judicious advertiser adds it to his list.

The standard aid and text-book of the advertiser to-day is the American Newspaper Directory. To that book he looks for clues to enable him to decide what points and papers he shall seek and which to avoid.

The catalogue description of the papers in the Directory is of necessity restricted to points that are susceptible of exact statement, all being given in compact form and with strict adherence to a plan. The circulation of a paper is given, but nothing is said about the character or how thoroughly the paper covers its field from an advertiser's standpoint; and yet this very information is wanted by the advertiser who uses the Directory, and at the very time when he is using the Directory.

For the publisher who has anything to tell that is worth driving into the advertiser's mind, the small paragraph in the Directory following the catalogue description is the most effective entering wedge.

Publishers' Announcements.

A publisher's announcement may have a place in the Directory in the column with and directly following the catalogue description of the paper, being set in type uniform with the letterpress, but preceded by the word advertisement. The charge for such an announcement is 50 cents a line for each issue or \$2 a line for a year. No announcement accepted for less than \$1. An order amounting to \$10 or more in any one issue of the Directory entitles the advertiser to a free copy of the Directory (price \$5), delivered carriage paid. A free copy of one issue of the Directory will be sent in consideration of a yearly advertisement amounting to \$10 or more for the year, provided the advertisement is paid for in advance—not otherwise.

Pictures of Buildings and Portraits.

Small pictures of newspaper buildings, or portraits of publishers, not exceeding an inch in length or breadth, may appear with the catalogue description of a paper if desired. The charge for the insertion of these pictures is: \$10 a year and such an order carries with it a right to one free copy of the Directory (price \$5), carriage paid, if the amount of the order is paid in advance—not otherwise.

Displayed Advertisements.

A quarter-page display advertisement may have a place in letterpress portion of the Directory in a position on the same page with or opposite the description of the paper. The price for this space and position is \$35 for each issue or \$100 for the four issues appearing in a year; and the yearly advertiser is entitled to a free copy of each of the four issues of the Directory (price \$5 each) to be delivered to him carriage paid. Half pages and full pages are charged at the same rate. Half pages \$50, full pages \$100, for each issue.

Discounts for Cash.

Five per cent may be deducted from prices named if copy of advertisement and check in full settlement accompany the order. Ten per cent may be deducted if payment in advance is sent for an entire year.

Orders amounting to less than \$10 can not be accepted unless paid for in advance, because the trouble, delay, expense of bookkeeping, making drafts, conducting correspondence, etc., are so frequently greater than the small amount of the charge warrants or compensates.

Address orders to

**Publishers of the American Newspaper Directory,
10 Spruce Street, New York.**

THE LAST DAY!

**Plan of Publication of the December Edition
of the
American Newspaper Directory for 1898.**

All changes and corrections intended for the December edition of the AMERICAN NEWSPAPER DIRECTORY for 1898 should be sent to the Directory Office not later than October 15.

Advertisements will be taken till four days before the form for the particular portion is put to press.

Corrections are not likely to be made after October 15.

The forms go to press on the following dates, and are closed four days earlier:

- Nov. 1. To and including California.
- 2. To and including Idaho.
- 3. To and including Illinois.
- 4. To and including Iowa.
- 5. To and including Kentucky.
- 7. To and including Massachusetts.
- 8. To and including Minnesota.
- 9. To and including Nebraska.
- 10. To and including New York State.
- 11. To and including Ohio.
- 12. To and including Pennsylvania.
- 14. To and including Tennessee.
- 15. To and including Washington.
- 16. To and including Ontario.
- 17. Part II. (over 1,000 circulation). To and including Indiana.
- 18. Part II. To and including Ohio.
- 19. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.
- Nov. 21. Part IV. (concluded), Medicine and Surgery, Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign Languages.
- 22. All sheets delivered at the bindery.
- DEC. 1. A copy of the Directory shipped to each subscriber.

Advertisements to go in the back of the book can be taken as late as November 17.

Address all communications to

**EDITOR AMERICAN NEWSPAPER DIRECTORY,
NO. 10 SPRUCE STREET, NEW YORK.**

The Last Day

For newspapers in Alabama, Alaska, Arizona, Arkansas
and California

Is October 27, 1898.

Publishers who wish to have their most favorable circulation ratings appear in actual figures in the December edition of the American Newspaper Directory for 1898 should send their detailed statements of actual issues, duly signed and dated, in time so that they may reach the hands of the editor of the Directory at least four days in advance of press days as shown in advertisement on preceding page.

Statements should say how many copies were printed of each and every issue for a full year. The total number of copies during the year should be divided by the number of days of issue. The result will give the average issue. On receipt of such a true statement, signed and dated with a pen, by a person whose authority to make it is apparent or stated, the rating accorded the paper in the Directory will be in plain figures, in exact accordance with the statement, and for this service there is no charge.

Circulation figures always interest advertisers and a square, honest, unequivocal statement of actual facts in the American Newspaper Directory meets with much consideration. With many advertisers it is the rule not to do business with papers whose circulations are not stated in actual figures in the American Newspaper Directory.

Papers that have gained in circulation during the late war have the privilege of stating facts and figures in an advertisement in the catalogue portion of the Directory, to be published in a position immediately following the description of the paper. The cost of such announcement is 50 cents a line for each issue of the Directory, or \$2 per line per year. Display advertisements are also accepted at the rate of \$100 per page for each issue of the Directory or \$400 for a year; quarter and half pages pro rata. See terms on previous page.

Blank forms for circulation statements will be sent to any publisher who asks for them. Such a statement from every paper in America having more than 1,000 circulation is very much desired. Address

THE AMERICAN NEWSPAPER DIRECTORY,

10 Spruce St., New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Here is a wild debauch of words which ought to prove sinister and a source of much dissatisfaction:

Meeting Issues As They Arise.

Ladies' Suit Making has its victories when a constant study of its interest is subserved.

Sinister and forbidden practices that debauch the trade have been the source of much dissatisfaction.

Purge the illegitimate, and the whining will cease.

Persistency of progression is characteristic of the modern manufacturer.

Expertness is exhilarating and buoyant.

Unpreparedness is perilous—deplorable—madness.

The Lucky Star twinkles over the establishment of such occupant who invites the necessary procedure towards efficiency and finished work. It would prove a salutary step if all honorable Makers of Ladies' Suits would meet issues as they arise, thereby penetrating the haze of doubt which invades and pervades the minds of many buyers.

Medieval superstition has led many to pest holes, where they expect to find gold dust woven into every garment. This fat has spent its force. Sentimentality in this direction has lost its grip, and common sense has come to the rescue.

Demand full value for your money, but don't expect something for nothing.

We have forcibly demonstrated all over the country by our "selling" of Plush Capes that we practice what we preach. Your chance to buy Ladies' Suits, MADE AS THEY SHOULD BE MADE, is with us. We are satisfied with fair profit on our investment. We put no Internal Revenue Tax on "style" or "workmanship," and yet we invite competition in general to show a finer exhibit or a more novel collection.

Among our new materials we show two-tone effects, Venetians, Army Blues and the new Helva Cloth.

Our Salesrooms are at your disposal. Our entire staff is now at the New York Office awaiting your command.

Cordially,

BLUM BROTHERS.

New York Salesroom: 828 BROADWAY.
Philadelphia Office and Salesroom: 1007, 1009,
1011 MARKET ST.

If this is expertness it is certainly neither exhilarating nor buoyant. I certainly prefer the unpreparedness that is perilous and deplorable. I don't know what this ad means. I don't believe the man who wrote it knew. I think Blum Brothers make a great mistake if they imagine the cloak buyers read advertising with the aid of a Standard dictionary. Somebody has

worked very hard on this ad. There is a touch of mystery about it which savors of the works of the late Lawrence Lynch or the famous Laura Jean Libbey, while the obscurity of a good many of the expressions would give points to George Meredith, but I do not think it would sell a dollar's worth of ladies' suits. The last part of this ad would have made a thoroughly good ad by itself. The first part is sheer nonsense. It is hardly conceivable that any one wrote this ad seriously or expected it to be taken seriously.

I have recently received from W. H. Loughridge, of Oshkosh, a little circular, which, while not very well printed, still shows that he is earnest about his business and that he has the right idea for pushing it.

On the outside of his folder, set in large type, is the question, "Who is Charles Austin Bates?" The two inside pages are filled with a quotation of the following remarks that I made some time ago, and which I reprint because I still believe what I then said:

It is a mystery to me why there is not more advertising distributed in the packages which go out of stores generally. Every time a package is sent out without a neat little circular or booklet there is an opportunity wasted. They bring direct returns, and they are particularly calculated to do so if the purchases with which they are inclosed have been satisfactory.

The shopper reaches home very much fatigued; she sits down with the package on her lap and opens and examines while she rests. If there's an attractive booklet or circular in it it will be read. Needn't cut the talk short. Say all you have to say, and take words enough to clinch the story.

The distribution of little booklets in packages that are sent out of the store is one of the best methods of drawing trade that I know anything about. The advertiser has an absolute check on the circulation. He knows exactly how much of it he gets, and to whom it goes.

This is a method of advertising which is overlooked entirely by nine out of ten business men and practiced only by spurts by the other one. Every package that goes out ought to carry something of the kind with it. It is a string attached to future business. It goes right into the home of an actual buyer. If it is properly printed it will get attention every time. By judicious experiment he can determine just what the effect is.

When there is reasonable excuse or need for a booklet, it will pay if it is properly distributed. In making that statement, I take it for granted that the booklet will have something

attractive in it, and that it will be printed in good style. Cheap printing may possibly pay sometimes, but the chances are that the attractive will pay very much better in proportion.

One of the strangest things in advertising or printing is that a man will start out with the intention of having the best he can get. He will find, let us say, that it is going to cost \$105, but that by skimping it a little bit he can get it for \$100. Taking that \$5 off the price and out of the quality is just like taking the edge off a knife. You can cut some things with a dull knife, but there are some things you can't cut with it, and you can't cut anything with it as quickly, smoothly, cleanly and thoroughly as you can with a sharp knife. Advertising ought to have a razor edge, even if it costs a little bit for grinding. It ought to be keen enough to enter the brain of greatest resistance.

It is the last few dollars spent in advertising that give it value.

If a dealer thinks it advisable to get out any sort of printed matter, he ought to spend money enough to have it nicely printed on good paper, and should try to make it of such a character as will insure preservation for a short time at least.

Mr. Loughridge, having quoted his authority, proceeds to make the authority great. He endeavors to make the reader of the circular believe that Charles Austin Bates is about the largest thing that ever happened in the advertising business, which is good for Mr. Loughridge and also for Charles Austin Bates.

At the end of the circular Mr. Loughridge says for himself :

Would it not pay you to begin a systematic course of work along this line? I honestly believe it would. I believe, too, that I can do your work in a manner that will please you, and as Mr. Bates says, have a razor edge, cutting quickly, smoothly, and cleanly. I will be very glad to come to your place of business, show you samples of my work, make estimates, or be of what assistance I can in the preparation of copy or perfecting of arrangements. Please feel that any ideas which I have gathered from my years of experience in printing are freely yours. Yours for business,

W. H. LOUGHRIDGE,
SUITE 4 ALGOMA BUILDING, OSHKOSH.

* *

Here is a letter and an ad, each of which contains a good suggestion :

MONTGOMERY, Ala., Oct. 8, 1898.
Editor of PRINTERS' INK:

I herewith take pleasure in handing you an ad which attracted my attention for its cleverness, and I think you will agree with me. It is my pleasure to know personally the writer of this ad, and know his fondness for and the attention which he gives to his ads and the fidelity with which he heeds the Little Schoolmaster's sayings : his name is John R. Cates, and he has charge of G. R. Bradley's drug business. The font in which the heading is printed was purchased by and belongs to Bradley, and the understanding with the paper is that no others shall have their ads in the same style. This gives individuality to his ads. I felt that I wanted to call your attention to this : if you do not use it nothing is lost, but if the country advertisers would get into the way of spending some money and thought on their ads for tasteful and original effects the results

would more than recompense them. The dictation could be improved and changed, but the idea is all right. Yours very truly,

W. C. LOVEJOY.

Drugs in the October Magazines.

The October magazines are very interesting, and in no part more so than in the advertising pages. You see many things advertised in them that you would like to buy if convenient to get them. We carry many of these goods in stock, and they can be seen here.

Below find a list of articles advertised in the *Cosmopolitan*, *McClure's* and *Ladies' Home Journal* for October. Lots of others in stock which find no representation in these magazines this month :

COSMOPOLITAN—

Pears' Soap,
Ivory Soap,
Pearline,
Leibig's Extract of Meat,
Becham's Pills,
Winslow's Soothing Syrup,
4711 Soap,
4711 Cologne,
Mennen's Talcum Powder,
Sulphume,
Sulphume Soap,
Vapo Creasoline,
Lowney's Chocolates,
Beeman's Gum.

MCCLURE'S—

Armour's Extract of Beef,
Cascarets,
Graphophone,
Lincoln Fountain Pen,
Williams' Shaving Soap,
Hammar Paints,
Allen's Foot-Ease,
Ayer's Cherry Pectoral Plaster,
Buffalo Lithia Water,
U. S. Playing Cards,
McBeth Lamp Chimneys,
Diamond Dyes,
Mellin's Food,
Sapolio.

LADIES' HOME JOURNAL—

Packer's Tar Soap,
Vigoral,
Sozodont.

BRADLEY'S DRUG STORE, NEWNAN, GEORGIA.

You will note what Mr. Lovejoy says about the Bradley Drug Store owning all its own type. This is something I have advocated over and over. Individuality in type style is within reach of even the small retail advertiser. In these days of cheap type and many new faces it is easy for a house to own its own type and keep its own ads distinct from others. But the best thing about this exhibit is the way in which Bradley's Drug Store uses the advertising which appears in the magazine. As Mr. Lovejoy says in his letter, the wording of this ad could be improved, but the idea is as good as it can be. Manufacturers of these toilet articles and specialties spend a great deal of money in the magazines upon very at-

tractive advertising. By this clever ad Bradley's Drug Store diverts all this good advertising directly to his store. He makes the newspaper ad a funnel down which he pours the high-priced advertising of Pears' Soap, Ivory Soap, and the rest of those specialties directly into his store. Every time his ad appears he gets the full benefit of thousands of dollars' worth of advertising. It would be interesting to figure up at the regular advertising rates of the *Cosmopolitan*, *McClure's* and the *Ladies' Home Journal* just how much advertising is represented in this newspaper ad, all of which is just as good for Bradley's Drug Store, as far as the readers of this paper are concerned, as if he paid for all of it.

* * * OCT. 7, 1898.

Mr. Charles Austin Bates, New York:

DEAR SIR—I have been reading the letter in PRINTERS' INK of September 7th commenting on my letter and your reply. I believe your signatureless correspondent is like many another one who essays to give advice—he thinks he can see where the mistake might be, and lays down rules which are seldom, if ever, carried out by progressive business men. The " \$10 baby carriage to the handsomest baby" and the music box chestnut, along with other schemes of the same ilk, are not evidences of the progressive business man. Carry good goods, and let people know you have them for sale at right prices, and you will sell them; location has much to do with the amount of business it is possible to do. We can not all be on the busiest four corners of our town; but the merchant who is there has greater natural advantages than those further up the street. To refer to my letter, which your correspondent tries to answer, he and perhaps some others did not read carefully. I said, in effect, that the panic of '93-4-5-6 had greatly reduced our sales.

Furniture, unlike groceries, dry goods, etc., is not a necessity as staple goods are considered. Furniture can be got along without; therefore stringent times decrease the demand for those goods which can be got along without. I said I could not make headway against department-store competition, which meant that while a good business might be maintained yet no appreciable increase was possible, and, of course, the progressive merchant does not want to stand still. The return of better times will undoubtedly help the retail furniture dealer along with every one else, but the fact still remains that the co-operative plan of doing business is the most successful.

Yours truly,

FURNITURE.

* *

PROVIDENCE, R. I., Sept. 28, 1898.

DEAR SCHOOLMASTER—I want your opinion on the following: I issued a number of the inclosed letters recently printed by duplicating process, addressed the same to men, using a two-cent stamp in mailing them, and putting each in a small, neat envelope. It was considered by us a good advertising idea—one which would create amusement and be effective. Since sending them out the question was brought up, whether under certain circumstances they could be considered offensive—for instance, if sent to a married man—and in the discussion of this point it was argued that it might create trouble for the latter—be miscon-

strued by his better half, and thus forfeit its object.

I consider the point very far fetched—in fact, when I issued the letters I considered that in sending them to married men they would be used as good-natured jokes, and thus doubly serve their purpose. Am I right? What is your opinion? Very truly,

H. BRUNSWICK,

Advertising Department Outlet.

I do not know how much good this kind of advertising does you, but I do know that it does you harm.

The fac-simile letter is the usual kind. It is apparently written by a woman in feminine hand, and is worded as follows:

PROVIDENCE, Sept. 27, 1898.

DEAR FRIEND—Since I last had the pleasure of meeting you I have thought a great many times over the question of "personal appearance," which, you will remember, was the subject of our conversation. I can not help but think that there is a good deal of imagination in the dress of women and men, for instance. You pay a big sum to your tailor for a suit or overcoat, and for that reason you imagine it must be right.

In order to convince you that my argument is correct, and that you can be a far better dressed man at half the price you now pay, I want to ask you to do me a favor—meet me at the Outlet to-morrow and let them show you some very latest designs in fashionable suits and overcoats, and I am sure you will be a better dressed man than ever before, and that besides you will save many a dollar which I am perfectly willing you should spend on your friend.

MAUD.

I know that this sort of thing has injured stores that have used it. In this special case I do not possibly see how it can do other than defeat its own purpose. The kind of man who is in the habit of having his clothes made by a tailor is not going to think this sort of thing very clever. The man who will think it "right smart" and who will carry it around and show it to his friends, is the man who will buy a \$6.58 suit anyhow.

Mr. Brunswick seems to consider the possibility of this letter-making trouble in a family as a very remote one. He doesn't seem to realize how many families there are which are looking for trouble. There are more trifling things than this which fill the divorce courts. I imagine a letter of this kind sent to a man's home address might cause him a pretty bad quarter of an hour before it was fully explained, and that sort of thing is not going to prejudice him in favor of the Outlet or any other store that uses it. A woman doesn't appreciate the joke in a thing of this kind, especially where her feelings are at stake. If she does understand it she is going to feel rather bitterly towards the store which was responsible for it.

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